35 Cents

30TH YEAR

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 26, 1961

Creative minds tell FCC what's wrong with tv and prescribe cures for its ills . . . . . 27

How much will those new 40-second breaks cost the spot tv advertiser? . . . . . 40

Catv operators still split—make no decision on pay television at NCTA meet. . . . . 60

ARB county-by-county breakdown pinpoints 47.9 million television homes . . . . . 71

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ZOOMING OUT OF THE SKIES... A NEW BREED OF HEROES IN...

ZIV-UA's sensational new series . . .

RIPCORD

DRAMATIC STORIES OF MEN WHO PLUNGE THOUSANDS OF FEET IN FREE FALL TO LAND "ON TARGET" ANYWHERE . . . READY FOR ACTION!

starring LARRY PENNELL with KEN CURTIS

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WDSU-TV New Orleans
KPIX-TV San Francisco
WTOP-TV Washington, D.C.
WWJ-TV Detroit
WAFB-TV Baton Rouge
KERO-TV Bakersfield
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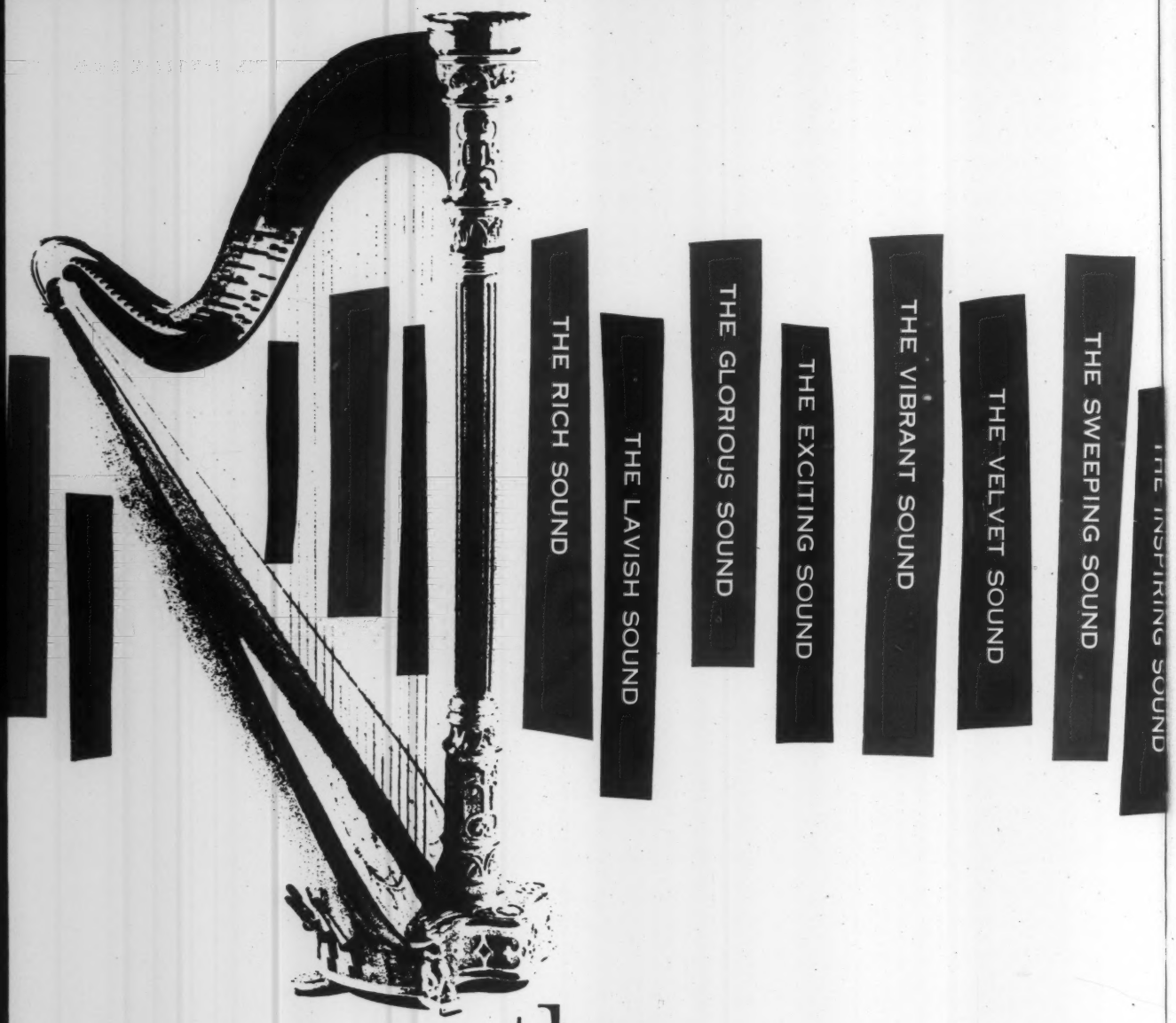
WSOC-TV Charlotte, N.C.
WCSC-TV Charleston, S.C.
WTVN-TV Columbus, Ohio
WTVM-TV Columbus, Ga.
KVAL-TV Eugene
KJEO-TV Fresno
WINK-TV Ft. Myers
WLBT-TV Jackson
KLFY-TV Lafayette
KLAS-TV Las Vegas
KOB-TV Albuquerque
WCPO-TV Cincinnati
KLZ-TV Denver
WTVJ-TV Miami
KMTV-TV Omaha
KFMB-TV San Diego
WKRG-TV Mobile
WLOF-TV Orlando
WTVH-TV Peoria
KTVK-TV Phoenix
KCSJ-TV Pblo.-Colo. Spgs.
WGAN-TV Portland, Me.
KOLO-TV Reno
KXTV-TV Sacramento
KSL-TV Salt Lake City
KIRO-TV Seattle
WNEP-TV Scrtn.-Wilkes Ba.
WRGB-TV Schntdy.-Albany
KXLY-TV Spokane
WCTV-TV Tallahassee
WTVT-TV Tampa
KSWS-TV Roswell, N.M.
WLOS-TV Ashvle.-Grnvle.-Sptnbrg.
KHSL Chico-Redding
KTVB Boise
KOIN-TV Portland, Ore.
WCYB-TV Brstl.-Jhsn. Cty.-Kgspt.
WLW-D Dayton
WLW-I Indianapolis
WKYT Lexington
WTMJ-TV Milwaukee
WVEC-TV Norfolk
WATE-TV Knoxville
WFGA-TV Jacksonville
and many more

United Artists
ZIV




THE SOUND OF GOOD MUSIC—15 INSPIRING STATION PROMOTION JINGLES THAT ONLY C.R.C. COULD CREATE AND PRODUCE. YOU MUST HEAR THIS VITAL NEW SOUND TO APPRECIATE ITS VIBRANCE AND RICHNESS..THE ORIGINAL SOUND THAT WILL BE REFLECTED IN YOUR AUDIENCE RESPONSE. WRITE, CALL OR WIRE TODAY FOR FREE AUDITION.

# the sound OF GOOD MUSIC

THE UNDUPLICATED SOUND OF 15 NEW STATION PROMOTION JINGLES JUST RELEASED BY C.R.C. Featuring The Strings of the internationally famous Dallas Symphony Orchestra and the largest chorus ever assembled for this purpose. Available in Monophonic or Expanded Stereophonic.

## COMMERCIAL RECORDING CORPORATION

Box 6726, Dallas 19, Texas  RI 8-8004

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KTVI RATE CARD
. . . your lowest cost per thousand
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*Buy Channel 4 . . . and you buy the*

# GIANT

*of the Dallas-Fort Worth market.*

KRLD-TV reaches more homes in the Dallas-Fort Worth market than any other station.

The March-April, 1961, Nielsen Station Index shows KRLD-TV's average number of homes reached in the six summarized time periods to be *45.9%* greater than Station B, *46.0%* greater than Station C and *169.4%* greater than Station D.

Reach the Dallas-Fort Worth market *EFFECTIVELY* with Channel 4.

KRLD-TV

THE DALLAS TIMES HERALD STATIONS

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President

**MAXIMUM POWER**
TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts.

CBS

Represented Nationally by the Branham Company

# CLOSED CIRCUIT®

## Latin American mission

NAB Board of Directors tentatively has accepted invitation from Inter-American Assn. of Broadcasters for 30-day tour of Latin American nations early next year. Herbert Evans, president of Peoples Broadcasting Corp., U.S. delegate to IAAB, delivered invitation to NAB board at its meeting here fortnight ago. Plane entourage would leave following next board meeting in Sarasota, Fla., Jan. 28-Feb. 3. Wives of members of 43-man board also were invited.

*NAB was host to IAAB Board of Directors which held its sessions in Washington during NAB convention last month. Latin American tour would include visits with heads of government and communications authorities of Latin American republics.*

## WMGM at bat

With two commissioners absent, FCC passed over application of Crowell-Collier to purchase WMGM New York for record figure of $11 million (CLOSED CIRCUIT, June 12) last week. Case is back on agenda for commission action this Wednesday. WMGM license renewal had been held up on payola charges but was renewed last month. Question now evolves around "over-all pattern" of operation of Crowell-Collier stations KDWB St. Paul, KEWB Oakland and KFWB Los Angeles (BROADCASTING, May 1).

*FCC can (1) grant WMGM transfer which would, in effect, resolve C-C questions or (2) send licensee McFarland letter. If first course is taken, C-C qualifications would be deleted as hearing issue in its $1.5 million purchase of WGMS-AM-FM Washington as part of RKO-NBC package deals* (BROADCASTING, June 12).

## ...and WINS sale

Also awaiting FCC action is Storer Broadcasting Co. $10-million purchase of WINS New York from J. Elroy McCaw. This, too, has been delayed because of payola issue involving WINS and has been subject of thorough investigation by FCC's Complaints & Compliance Branch. Both complaints and transfer branches are reported ready to present case to FCC for decision. In any event, FCC will consider both WMGM and WINS sales prior to July 10—when contracts in both expire—but may not necessarily take final action in either.

## How to influence people

Some witnesses in current FCC hearings on tv practices may have lots of cajoling to do when they try to resume doing business with individuals and organizations against whom they have testified. Even such reluctant witness as Bill Goodson (Goodson-Todman) finally testified that talent agencies like MCA demand "right to sell" program rights in return for supplying talent. Similarly Producer David Susskind, having blasted practically every broadcasting institution in sight, may find it difficult to find friendly port in which to do business.

*Footnote to Susskind's testimony: Truman tv series rights were being "peddled" to tv syndicators about one year ago. One syndicator says he turned it down then because (1) it would need network slot and because former president is so apt to become embroiled in controversy, firm was sure no network would take show, and (2) if syndicated to stations, advertiser limitations would make series nearly unsalable. Producer Susskind testified he couldn't find tv network customer for his projected 26 hour-long tv episodes based on Truman (see story page 27).*

## All-channel outlook

Set manufacturers will oppose passage of this year's all-channel receiver bill (S 2109) on primary ground that FCC is putting cart before horse —that it first should decide tv allocation policy. Measure was introduced last week by Chairman Magnuson of Senate Commerce Committee after Budget Bureau had cleared it for submission but without administration recommendation for approval. FCC, however, strongly endorsed bill, contending that all 82 channels (12 vhf and 70 uhf) are needed for adequate nationwide service and that deterrent has been lack of uhf receivers (only about 17% or 8.7 million out of 52 million receivers in use).

*Position of Electronic Industries Assn., representing manufacturers, is that because of lack of demand, production of uhf-vhf sets had been cut back from original 20% of total in tv's early days to about 7.5%. They want FCC to decide whether all tv eventually will move to uhf or extent of deintermixture that will be ordered so manufacturers on long range basis can gear production to allocations time-table. Manufacturers say all-band receivers will cost $20 to $35 more for consumer at outset and even with mass production would be priced higher than vhf-only because extra tuner and other components are involved. Thus outlook for favorable action this session is regarded bleak.*

## Spotlight on spots

Advertising Council went into secret tizzy last week when it learned NAB tv code specified that public-service spots in peak hours are to be counted against increased four-minute commercial time allowance in half-hour, single sponsor programs. Council summoned emergency meeting of its Radio-Tv Commission, said to be first in two years. Several industry executives were invited. NAB has reassured council new code rule should not reduce availabilities for public-service spots.

## Commercials and AAAA

New 40-second station-breaks and tightening of NAB commercial code have not gone unnoticed by American Assn. of Advertising Agencies, but don't look for formal action. Changes were discussed within past fortnight by two AAAA standing committees —Broadcast Media and Tv-Radio Administration—but authorities say discussions consisted primarily of briefings and exchange of views on these and many other topics and that no formal position is foreseeable. Both committees are headed by executives of Young & Rubicam, which has led agency fight on 40-second breaks: William E. (Pete) Matthews, Y&R media vp, heads Broadcast Media Committee, and David Miller, Y&R vp and general counsel, heads tv-am administration group. In addition, Ray Jones, Y&R Radio-Tv Spot Coordinator, participated in administration meeting as guest backgrounder.

## Evans leaving Palmer

Ralph Evans, executive vice president of Palmer Enterprises, which include WHO-AM-FM-TV Des Moines, WOC-AM-FM-TV Davenport, terminates his 36-year tenure on June 30. Dr. David D. Palmer, son of Dr. B. J. Palmer, who died May 27 at 79, has succeeded to presidency of Palmer School of Chiropractic and as directing head of all Palmer Enterprises. He previously had served as vice president.

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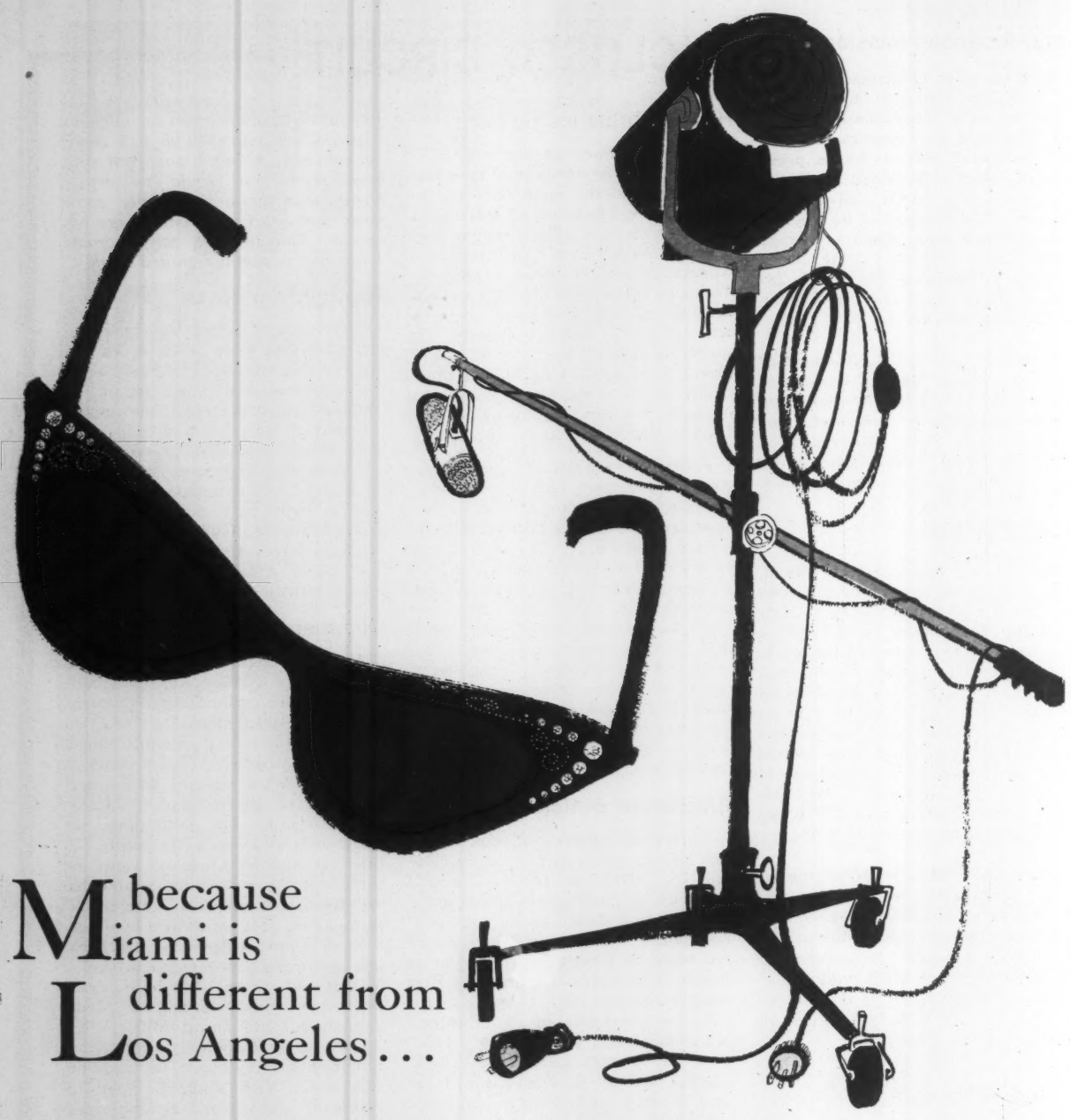

# M because Miami is different from Los Angeles . . .

*and because people are different in different markets* . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WGBS rates number 1 in Miami. KGBS blankets Southern California with 50,000 watts.*

| | | | | | | |
|---|---|---|---|---|---|---|
| LOS ANGELES KGBS | PHILADELPHIA WIBG | CLEVELAND WJW | WHEELING WWVA | TOLEDO WSPD | DETROIT WJBK | STORER BROADCASTING COMPANY |
| MIAMI WGBS | MILWAUKEE WITI-TV | CLEVELAND WJW-TV | ATLANTA WAGA-TV | TOLEDO WSPD-TV | DETROIT WJBK-TV | |

# WEEK IN BRIEF

Those practitioners of the program arts—writers and producers—turned on tv last week. They mostly agreed tv is lousy but the pay is good. Ratings, networks, agencies, sponsors targets at FCC probe. See . . .

**CREATORS TURN ON CREATED . . . 27**

A new answer to one of advertising's toughest problems—how many tv homes are there? New 1961 figures prepared by American Research Bureau supply fresh data. A complete national county-by-county table. See . . .

**47.9 MILLION TV HOMES . . . 71**

Station reps, the men who know the national spot business best, are buzzing over two developments—NAB's ban on tv triple-spotting in peak hours and the 40-second chain breaks. A resume of what they're doing. See . . .

**HOW WILL BREAKS BE PRICED? . . . 40**

The ever-expanding group of community tv operators had a talkfest in San Francisco. There's not much they can do about such problems as pay tv and development of large groups except talk and watch Washington. See . . .

**NCTA PONDERS PAY TV . . . 60**

Whenever two researchers get together, they slaughter each other with the "apples and oranges" label. And that's the tag attached to a Nielsen tv-magazine comparison by TvB, which claims tv is short-changed. See . . .

**APPLES AND ORANGES . . . 52**

"Ladeez and genmuns! In person (and/or recorded) the most popular show since Cleopatra snared the innocent Anthony—Newt and Roy." A serious series involving basic American issues, featuring Colins and Minow. See . . .

**ROY, NEWT AGREE, BUT . . . 65**

Speaking of Gov. Collins, there's an undercurrent of concern in North Dakota over the way he criticized programming at the NAB convention. Bill Carlisle of NAB went to Bismarck last week to put out the fire. See . . .

**FIREMAN SENT TO N. D. . . . 56**

ABC-TV has made another move in its determined effort to keep abreast if not ahead of CBS-TV and NBC-TV. The latest action is a return to station spot representation for its five owned and operated stations. See . . .

**ABC-TV BACK IN SPOT . . . 34**

With all this reorganizing going on, the Federal Trade Commission isn't going to face the world in an old-fashioned administrative dress. Speedier prosecution of cases sought in extensive staff shakeup. See . . .

**FTC IN REORGANIZATION . . . 89**

Times are changing, especially in the field of distribution. Last week the nation's top marketing people met at Los Angeles to figure out ways of selling the goods to be produced in the affluent years ahead. See . . .

**MARKETING OVERHAUL NEEDED . . . 46**

## DEPARTMENTS


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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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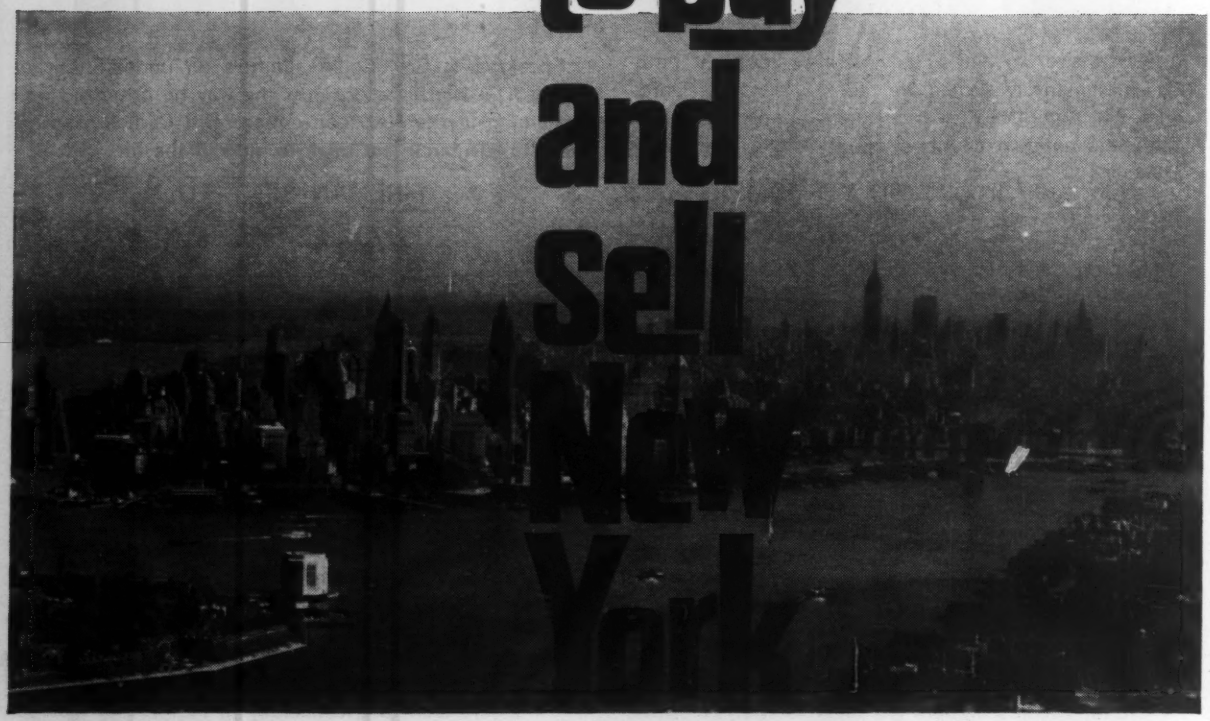
# how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.
And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

**YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.**

# TELEVISION BITES BACK AT PROBE

## Ed Sullivan calls Susskind leading creator of tv flops

Television, three-day target of critics in FCC network program hearing in New York (see story page 27), got its first champion Friday (June 23) in testimony when tv star Ed Sullivan testified.

Mr. Sullivan defended tv as whipping boy, blamed movies for making violence prevalent in entertainment and parents for being "too lazy or too indifferent" to supervise children's program selections.

Ratings, he thought, accurately reflect what people like to see on tv, but warned some "wasteland" is inevitable because of need to fill 10,950 hours each year (compared to Broadway's 125 and movies' 600). Like newspapers, Mr. Sullivan said, "boiler plate material" in tv must fill "open space."

Commending tv's general week-to-week job, Mr. Sulliyan singled out author Gore Vidal's (who testified earlier) feat of writing 20 plays for tv in one season, or one-fifth of lifetime work of Playwrights Eugene O'Neill, Robert Sherwood and Maxwell Anderson. In touching on David Susskind's testimony delivered earlier, Mr. Sullivan disagreed with much of it, commenting also, "Nobody has been given as many opportunities on tv . . . and nobody has had as many flops."

Bill Goodson, of Goodson-Todman Productions, said *The Rebel* (G-T packaged and financed) was aired on ABC-TV only after network got share of ownership and syndication rights. He said also that it's "general practice" for talent agency-packager to demand "right to sell" programs developed by independent packagers in "return for talent." Mr. Goodson was asked to file affidavit showing specific examples of this with study group at later date.

Bob Banner, president, Bob Productions, testified live drama shows have been disappearing from tv largely because their ratings do not approach those of film series. It was his opinion that successful shows must appeal both to children and adults, and pointed out that most drama programs do not attract children.

Others who appeared Friday and echoed views of other witnesses were William Todman, partner in Goodson-Todman productions and Vincent Donehue and Daniel Petrie, directors of tv drama programs.

Hearing resumes today (June 26) with these witnesses scheduled: George Schaefer, Compass Productions Ltd.; Irving Mansfield, IMPA Productions Ltd.; Irving Gitlin, NBC; H. William Fitelson, General Counsel, Theatre Guild, and Audrey Gellen, producer-writer, Talent Assoc.

# Harris to unveil FCC overhaul

Rep. Oren Harris (D-Ark.) is expected to introduce, early this week, substitute measure for his own FCC reorganization bill (HR-7333).

New bill, which came out of executive session of Rep. Harris' Regulatory Agencies Subcommittee Friday, reportedly is patterned after reorganization bill (S-2034) introduced in Senate by Sen. John O. Pastore (D-R.I.).

Unlike HR-7333, new bill is said to provide for mandatory review of initial decisions in all except minor cases. Measure is also said to be stripped of provision authorizing chairman to assign work to commission personnel.

Although original Harris bill and Pastore measure were basically alike, Regulatory Agencies Subcommittee heard FCC, NAB and Federal Communications Bar Assn. representatives favor milder Senate bill (BROADCASTING, June 19). FCC is now expected to support new Harris measure.

Full House Commerce Committee is reported ready to go directly into executive session on new bill, without holding further hearings.

Senate Communications Subcommittee, headed by Sen. Pastore, will start hearing on his bill Wednesday.

## KCKC goes on block

KCKC San Bernardino, Calif., is to be sold at public auction July 10, 10 a m. room 202 Blackstone Bldg., San Bernardino. Craig, Weller & Laugharn, Los Angeles law firm appointed by court as trustee in bankruptcy proceedings, puts book value of land, building equipment and furniture at $125,930, subject to liens of approximately $104,000, and estimates 1961 gross as $120,648. KCKC is on 1350 kc with 500 w, has application pending for 5 kw day, 500 w night.

# More comments to FCC on anti-payola bills

Further comments on FCC rules to implement Congress' anti-payola legislation filed Friday at FCC by NBC, CBS and Alliance of Television Film Producers (early story page 88).

NBC, like film producers who filed earlier comment, believes portion of rule requiring licensees to ascertain there's no payola in theatrical films is "unrealistic and unfair" and not intended by Congress because licensee can't police economic policies of film-makers.

NBC and ATFP both asked FCC to clarify which parts of March 16, 1960 notice on payola are still applicable. FCC should supersede notice by revised Sec. 317 or should codify applicable parts, they held.

CBS and ATFP concurred with NBC and with film companies that provision for announcement in connection with theatrical films later shown on tv is unworkable and unnecessary and that no company would pay for tv mention possibly 10 years later in current films. CBS also questioned point at which announcement should be made for supplied cars and said it should be necessary only when cars were used for personal purposes. All three comments agreed with principle of anti-payola rules.

# FTC's Sweeny urges use of truth test

Broadcasters should apply "truth test" to their local spot announcements and demand proof of doubtful claims from advertisers, Charles A. Sweeny, in charge of Federal Trade Commission's radio-tv monitoring, told Maryland-D.C. Broadcasters Assn. Friday at Ocean City, Md., meeting (early story page 58).

FTC's four advertising monitors read about 50,000 scripts per month, he said, laying aside about 3,000 for further attention. He reminded that Internal Revenue Bureau has primary jurisdiction over advertising for alcoholic beverages.

Mr. Sweeny said FTC also does direct monitoring of broadcasts in Washington and gets reports from its men in field. He summed up FTC's concern this way, "We are very greatly concerned with advertising which induces your listeners to part with their money because of a false impression gained from your broadcasts."

more AT DEADLINE page 10

# WEEK'S HEADLINERS

Mr. Gilbert

**John O. Gilbert II,** general manager of WXYZ Detroit, elected vp of WXYZ Inc., wholly-owned subsidiary of American Broadcasting-Paramount Theatres Inc. Mr. Gilbert, who joined Detroit station as general manager in 1960, previously had served as sales manager of WBZ Boston. Prior to that, he had been with Knorr Broadcasting Corp. for six years as salesman and sales manager of WKMH Detroit.

**Herbert D. Strauss,** executive vp and 22-year veteran with Grey Adv., elected agency's new president today (June 26). Arthur C. Fatt, president of firm he began with as office boy 40 years ago, elected board chairman and chief executive officer. **Lawrence Valenstein** continues to serve as executive committee chairman but gives up board chairmanship. Mr. Valenstein was founder-president of Grey in 1917, launching agency on $100 he borrowed. Agency now bills at rate of $58 million per year.

**R. S. Gates,** executive vp and director of Collins Radio Co., Cedar Rapids, Iowa, has resigned. With Collins since 1934, he was in charge of financial functions. In subsequent realignment of responsibilities for financial activities, Vice President **E. A. Williams** will assume central management responsibility for corporate controller and treasurer functions in addition to his present duties and Vice President. **J. B. Tuthill** will assume new responsibilities in the areas of financing and banking relations plus financial analysis. **R. J. Flynn,** financial vp of subsidiary Alpha Corp., becomes assistant vp of Collins and will direct financial accounting. **R. C. Mullaley,** assistant general manager of Collins Texas Div., becomes assistant vp of Collins with responsibility in general areas of cost control, pricing policy, contract administration, budgets and operations analysis.

Mr. Shaker

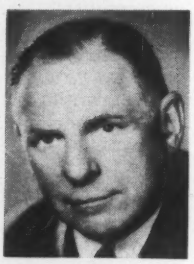
Mr. Jameson

**Theodore F. Shaker,** formerly director of network program sales at CBS-TV, to head new ABC-TV National Station Sales Inc. (station rep for ABC-TV's owned and operated stations, see story page 34) as vp. and general manager. **Edwin T. Jameson,** who was national director of NBC-TV Spot Sales, becomes general sales manager, and

Mr. Miller

**D. Thomas Miller,** account executive for CBS-TV Spot Sales since 1954, will headquarter in Chicago as central division manager. Mr. Shaker joined CBS in December, 1951, as account executive in spot sales, served also with WXIX-TV Milwaukee, and at one time with The Katz Agency. Mr. Jameson has held sales managerial posts with NBC for several years and had been with Peters, Griffin, Woodward, as well as with Crosley Broadcasting Corp.

**Louis Wolfson,** vp of Wometco Enterprises, Miami, appointed director of company's broadcast interests (WTVJ [TV] Miami; WLOS-AM-FM-TV Asheville, N. C.; WFGA-TV Jacksonville, Fla.; KVOS-TV Bellingham, Wash.). Mr. Wolfson will report directly to parent Wometco Enterprises president and board directors. New move, it was reported, will centralize responsibility and increase efficiency of entire operation.



Mr. Bryan

**Joseph M. Bryan,** president and board member of Jefferson Standard Broadcasting Co. (WBT and WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), retires as senior vp of parent Jefferson Standard Life Insurance Co. He will devote his time strictly to broadcasting activities. Mr. Bryan became associated with Jefferson Standard Life in 1931, was named vp in 1936 and president of broadcast arm in 1945.

**For other personnel changes of the week see FATES & FORTUNES**

## Stanton sees gains in access to news

Freedom of accessibility to all news for photographers, as there is for reporters, was urged by Dr. Frank Stanton, CBS Inc. president, in speech before National Press Photographers Assn.'s awards banquet in Wichita, Kan., last Friday.

Dr. Stanton, who has had experience as photographer (see story, page 64), stressed this freedom would be gained only if association members continued to fight for right, and predicted that equal access to news would come "not easily but inevitably."

Dr. Stanton paid tribute to all phases of journalism as contributing to flow of information to peoples of world; he referred to Matthew Brady's photographs during Civil War and television news pictures of today as examples of significant role played by photography in communicating news of crucial events to world.

## CBS-TV shifts symphony

CBS-TV-owned stations plan to program one in series *The International Hour,* new exchange program project, in prime time July 6. Episode—"Sir Thomas Beecham Presents Lollipops" initially taped in 1960—will preempt *Gunslinger* (9-10 p.m.). *International Hour* usually is telecast Sunday afternoons. Shift was made, CBS-TV noted Friday, to permit "wider viewing audience." Owned stations: WCBS-TV New York, KNXT (TV) Los Angeles, WCAU-TV Philadelphia, WBBM-TV Chicago and KMOX-TV St. Louis.

## Commerce to use agency

U. S. Dept. of Commerce announced June 23 it will retain advertising agency and public relations firm to direct campaign promoting travel in this country by foreigners. Applications will be received until July 12.

## Lehn & Fink to FSR

Lehn & Fink Div., Lehn & Fink Products., N.Y., is announcing June 26 appointment of Fuller & Smith & Ross, that city, as agency for four products—Stri-Dex medicated pads, Noreen color hair rinse, Hinds Honey & Almond Cream and Lysette. Total billing first year (all tv) will be $2 million, bringing FSR's overall broadcast billing rate to estimated $14 million. Account has been with Ted Bates.

# Did you see something move in Milwaukee on April 2?

It sure did.

Namely, the ABC-TV program line-up. It moved to WITI-TV, new Milwaukee affiliate of the ABC Television Network. With the most resounding results.

The last ARB rating* *before* the switch gave WITI-TV a third-place 29.0 share of audience. The first ARB rating* *after* the switch gave WITI-TV a first-place share of 40.0. On our abacus that's a 38% move—up.

It should surprise no one. Milwaukee is but the latest of such happy trendings: as in Portland, Ore., Seattle-Tacoma, Salt Lake City, Boston—where, following the move to ABC-TV, average evening audience shares soared as much as 52%.

If you can't beat 'em, someone said, join 'em.

## ABC Television

*Source: ARB, Network share of audience. Feb. 16—March 15, 1961 vs. April 19—May 16, 1961. Sunday through Saturday 6:30-10:00 PM.

# This is what Marie Torre and Jack Gould, Kay Gardella, Bob Williams, John Griffin, Eleanor Robert, Arthur Fettridge, Anthony LaCamera, Percy Shain, Fred Remington,

**Marie Torre**
**New York Herald Tribune**
"Representing the first major effort to give late night viewers something other than Jack Paar and vintage movies, 'PM East' and 'PM West' arrived with a trio of attractive hosts ...Mr. O'Flaherty has an ingratiating manner...Miss Davidson is pretty and a competent interviewer...Wallace's interviews were first rate."

• • •

**Jack Gould**
**The New York Times**
"Terrence O'Flaherty is headed for a formidable distinction: the first TV critic to make a success of appearing in front of the cameras. Both he and his program seemed destined for the winning column...there is a freshness to his half-hour that could prove attractive indeed. He has both surprising aplomb and an infectious manner on the screen; not so surprising, he also boasts a turn of phrase."

• • •

**Kay Gardella**
**New York Daily News**
"A new door opened for televiewers last night. At the same time, clear fresh air swept through the stagnant, de-oxygenized late night atmosphere created by antiquated movies and Jack Paar's limited small talk with the same old rotating faces. The door was labeled 'PM East' and 'PM West,' a 60-minute New York segment hosted by Mike Wallace and Joyce Davidson, followed by a 30-minute San Francisco pickup, emceed by smooth, easy-to-take Terrence O'Flaherty... with care and direction, there's no reason why this divertissement shouldn't cut the late night audience right down the middle, leaving the other half for Paar and old movies to fight over."

• • •

**Bob Williams**
**New York Post**
"From this chair the prospectus seemed inviting. The promise is the interview everybody else on television forgot to do. The only new and inviting development, 'PM East' and 'PM West' arrived as a little bit of luck for viewers in the beginning of network television's summer rerun-around."

• • •

**John Griffin**
**New York Mirror**
"Two thoughts are definite. One that Terrence O'Flaherty, host of 'PM West,' will be around your set for a long time to come. His appearance, personality and all around style come over just great! And Joyce Davidson makes a good hostess along with Mike Wallace for 'PM East'."

**Eleanor Robert**
**Boston Traveler**
"A tasty platter of smorgasbord. It was bright, informative, and held a definite appeal for viewers who have never found Jack Paar their cup of tea. The format is entirely different and far more solid, an hour and a half of fascinating and varied entertainment. It was a far different Mike Wallace, low key, pleasant, efficient. Miss Davidson proved that she's as bright and capable as she is attractive. As for Terrence O'Flaherty, he has that warm appealing quality and leprechaun spriteliness that will fast build fans."

• • •

**Arthur E. Fettridge**
**Boston Herald**
"Something very new, different and rather original has come to the Boston television scene. It's not a copy of the Jack Paar show. It combines a great deal of informative matter along with entertainment. Mike Wallace is a different Mike. Here we find a charming fellow, one you can like. Miss Davidson has a wonderful manner of speech and a delightful way of cocking her head to one side as she talks. This girl's got it. For the opener, 'PM East' and 'PM West' enticed us with tidbits from future shows. These excerpts gave us an excellent idea of what upcoming programs will be like and their widespread variety. O'Flaherty is perfect as he introduces us to the various characters of the great and colorful California city. For late viewers' sake and that of television, we hope 'PM East' and 'PM West' is a great success."

• • •

**Anthony LaCamera**
**Boston American**
" 'PM East' and 'PM West' represent a very different and highly ambitious brand of TV programming (with) three attractive people as regulars. Mike Wallace reveals himself a mellower, more informal, much friendlier interviewer, while still maintaining full control as a take-charge personality. Blonde Joyce Davidson seemed quite at home as his girl Friday. A pleasant surprise was debonair Terrence O'Flaherty. He shouldn't have much trouble getting the lady viewers on his side."

• • •

**Percy Shain**
**Boston Globe**
"Packs the same impudent viewpoint as the Paar session, but goes farther afield in search of ideas and excitement...a briskly paced entertainment that was generally diverting and often laugh-provoking. With a mellower and more relaxed Mike Wallace assisted by pretty Joyce Davidson, this portion ranged lightly over ten categories of

# "PM EAST"&

# Win Fanning, Cecil Smith, Pinky Herman, Jim Frankel, Barbara Delatiner & George Rosen have said about television's two big, new nighttime shows for grown-ups.

varying moods, from serious to satirical. It's no longer just Paar or an old movie for insomniacs."

* * *

**Fred Remington**
**Pittsburgh Press**

"Everything is held short and kept bright and occasionally mildly significant, as was the case of the William L. Shirer interview. Mr. Shirer's remarks were brief and chilling. The New York end is handled by Mike Wallace, a deft man with an interview, and Joyce Davidson, an uncommonly pretty young woman with a soft-spoken competence and an admirable lack of gush. O'Flaherty has one of those Irish smiles which the songwriter must have had in mind when he said they're like a morn in spring. But content is the big criterion and the content here was, on the whole, first rate."

* * *

**Win Fanning**
**Pittsburgh Post Gazette**

"The Westinghouse Broadcasting Company did launch a rocket aimed squarely at challenging the Jack Paar sputnik. At last someone has come up with a place to turn to while Paar is pounding away at the old tear-washed NBC 'slave market.' We shall be hearing a lot more about 'PM East-West' in the months to come."

**Cecil Smith**
**Los Angeles Times**

"The most serious threat to Jack Paar's position turns up tonight. It's an excellent show, worth staying up to watch."

* * *

**Pinky Herman**
**Motion Picture Daily**

"A free and easy format with Terry and Mike, the results proved interesting and flavored with off-beat camera angles, unusual news slants, and geared to present a wide latitude of ideas and personalities. It appears that WBC has beat the two networks in coming up with a threat to the heretofore unchallenged domination of the national late spot by NBC's Jack Paar."

* * *

**Jim Frankel**
**Cleveland Press**

"If you want lively, scintillating TV, you'll have to wait until after 11:00 p.m. The most important program innovation in years is a nightly affair 'PM East' (60 minutes) and 'PM West' (30 minutes). Probably 9½ out of 10 televiewers don't care a rap who's producing a program. Both 'PM's' are unique because they represent the first nightly effort at national programming by an outfit other than a television network."

**Barbara Delatiner**
**Newsday**

"Just when Jack Paar was beginning to pale and late movies were becoming a drag, something new has been added to the wakeful watch to entice us from slumber. It's 'PM East/PM West'...the entry promises to be a winner."

* * *

**George Rosen**
**Variety**

"PM East/PM West is far and away the most ambitious programming venture undertaken by the enterprising Westinghouse Broadcasting Co. Intra-tradewise, it adds up to the neatest (if not the most difficult) trick of the year, setting a new pace on the step-up of syndicated tapes. In an era of declining rating returns on the late and late late feature pix presentations, any such bold thrusts to reactivate live nocturnal programming merit commendation, enhancing its chances for receptivity by non-WBC stations. Polished, yes, and a 'new' Mike Wallace, warm and relaxed, to host the first hour 'East' portion of the 90 minutes. It also has going for it a gal out of Canadian TV, Joyce Davidson, who is definitely a cutie pie with a low-key register that enhances her attractiveness. As exposures pile up, it's a cinch so will Joyce Davidson fans. She's got that quality."

**'PM East' is a sixty-minute program from New York City, starring MIKE WALLACE with Joyce Davidson—followed by 'PM West,' a thirty-minute program direct from San Francisco, featuring Terrence O'Flaherty. This is TV rich with humor and music...alive with magnetic vitality. It's TV that's fresh and new and worth looking into.**

Mon. thru Fri. on the Westinghouse Broadcasting Company stations in: **Boston** WBZ-TV/**Baltimore** WJZ-TV **Pittsburgh** KDKA-TV/**San Francisco** KPIX/**Cleveland** KYW-TV.
Contact TvAR for spot availabilities.

Also in New York WNEW-TV/Chicago WGN-TV/Dallas WFAA-TV/Los Angeles KTTV/Washington WTTG-TV.
"PM East" & "PM West" are available for further syndication on a limited basis. Contact WBC Program Sales at MU 7-0808 for complete details.

# "PM WEST"

WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED . . .

**YOUR NO. 1 BUY IS STILL**

# KEWB

national representatives:The Katz Agency, Inc.

In San Francisco, insure massive responsive audiences. Big buying evidenced in recent participation campaign in which KEWB offered to pay listeners' bills.

In three weeks, over a quarter-million dollars worth of bills poured in. Biggest single total, car payments. 'Way up are house payments, furniture, appliances. Even with only 91 seconds to respond after we announce winner's name, over 33% making it. (You'd listen carefully, too!)

CROWELL-COLLIER BROADCASTING CORPORATION

## A SOUND CITIZEN OF THE BAY AREA

## E PLURIBUS ULLMAN

E Pluribus Unum—'Out of Many, One.' Marv (Octavius) Kempner, our exec v.p. knows this goes for SOUNDSMANSHIP too. The one complete program service created to give your station that unique but unique sound. Call your Ullman-Man or Octavius Kempner.

RICHARD H. ULLMAN, INC.
*1271 Ave. of the Americas/N.Y./PL 7-2197*

a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

## OPEN MIKE ®

### Ad criticisms wanted

EDITOR: The four-page insert about our ANA-AAAA Interchange of Opinion on Objectional Advertising (June 12) . . . was a splendid contribution by BROADCASTING. We hope your good readers will keep the Interchange in mind and let us know whenever they consider that an ad has overstepped the bounds of good taste or seems otherwise objectionable.

We will be glad to submit the criticism to the advertiser and agency people on our committee. If a majority agrees that the advertising seems objectionable, the votes and comments will be sent to the advertiser and agency concerned. —*Richard L. Scheidker, Secretary, The ANA-AAAA Committee for Improvement of Advertising Content, 420 Lexington Ave., New York 17.*

EDITOR: The four-page advertisement placed by the ANA-AAAA committee for improvement of advertising content is a good example of the interest of buyers of advertising to clean up objectionable advertising. All this activity should help.

But may I remind the broadcasters that the final responsibility is up to the media, and they must continue to strengthen the code and be tough in carrying it out. The buyers, as groups, can work to improve advertising but the final check and responsibility is the media's This takes strength of character. And from experience I can tell the broadcasters that you don't really lose business when you stick to your code and see that it is carried out. You save your business.—*Edgar Kobak, Business Consultant, 341 Park Ave., New York 22.*

### In support of the clears

EDITOR: You are to be commended for the altogether objective and realistic editorial "Clear Channels—16 Years Later" (BROADCASTING, June 19). As one organization representing rural people, many in remote rural regions, we are vitally concerned about the possible nighttime loss of radio service resulting from decisions by the FCC to curtail the only radio coverage we have in many areas at night—the clear channel stations.—*Roy Battles, Asst. to the Master, National Grange, Washington, D. C.*

### Gordon-Wagner plans

EDITOR: An important point was not covered in your story on Morton J. Wagner's new association with Gordon Broadcasting Co. [BROADCASTING, May 22]. Mort's own organization will remain in existence independently-owned

# JAYARK

## PRESENTS AN EXCITING NEW CONCEPT IN TV PROGRAMMING

## HOLLYWOOD Hist-o-Rama

208 five-minute factuals—unique magazine portrayals of the greatest stars in the history of Hollywood:

★ TYRONE POWER ★ MARIE DRESSLER ★ CLARK GABLE ★ HUMPHREY BOGART

★ GARY COOPER ★ JOHN BARRYMORE ★ W. C. FIELDS ★ JEAN HARLOW

and 200 other stars

Hollywood Hist-O-Rama has an unlimited audience potential . . . men . . . women . . . teenagers . . . Everyone who has ever been exposed to the glow and glitter of the silver screen will be drawn to this star-laden attraction.

Hollywood Hist-O-Rama – produced in Hollywood about the greatest names in motion picture history using the newest pictorial techniques!

Now in production for fall delivery

**JAYARK FILMS CORPORATION**

*Reub Kaufman, President*

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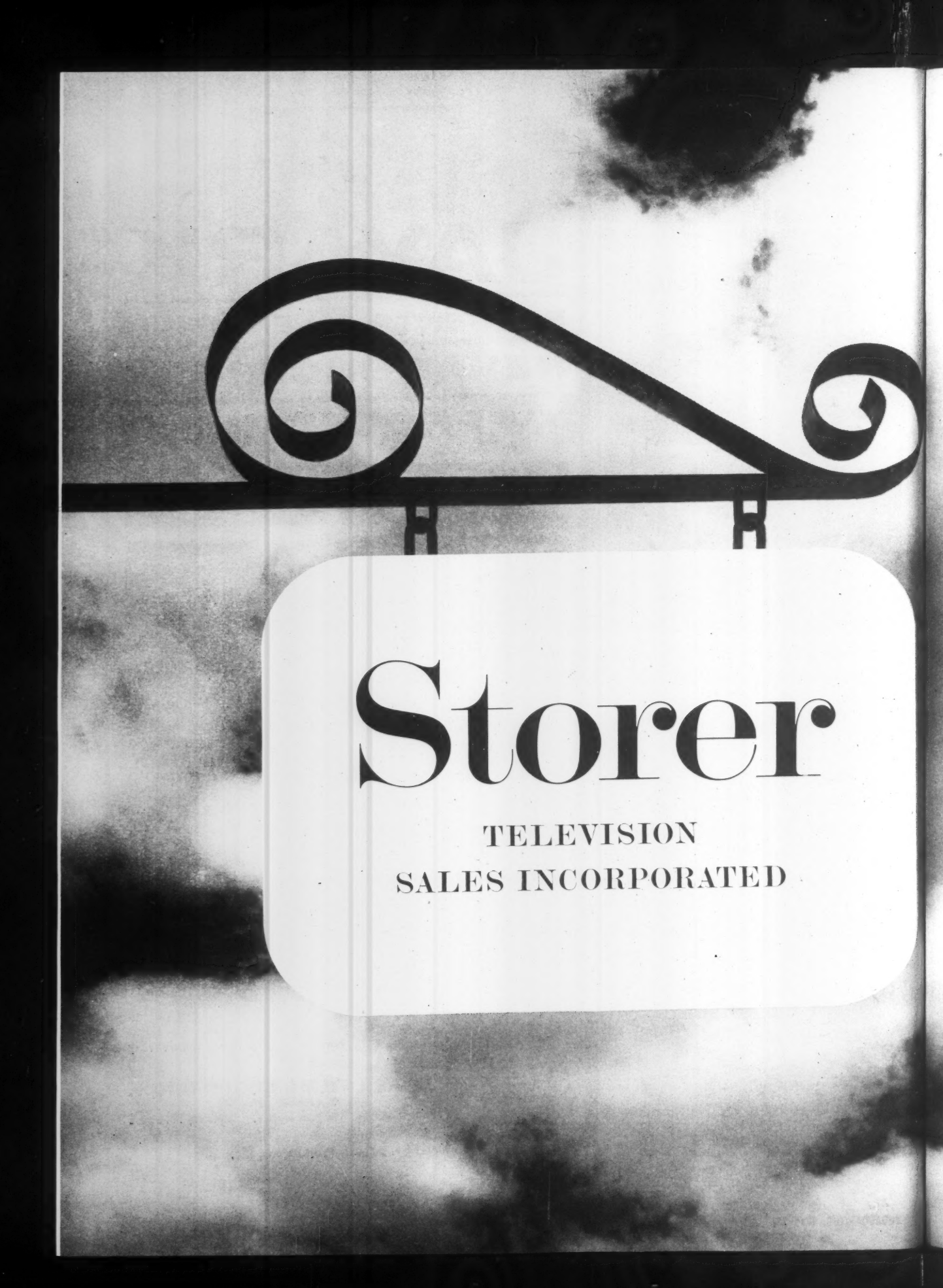
*Produced by:* Julieart Productions, Inc.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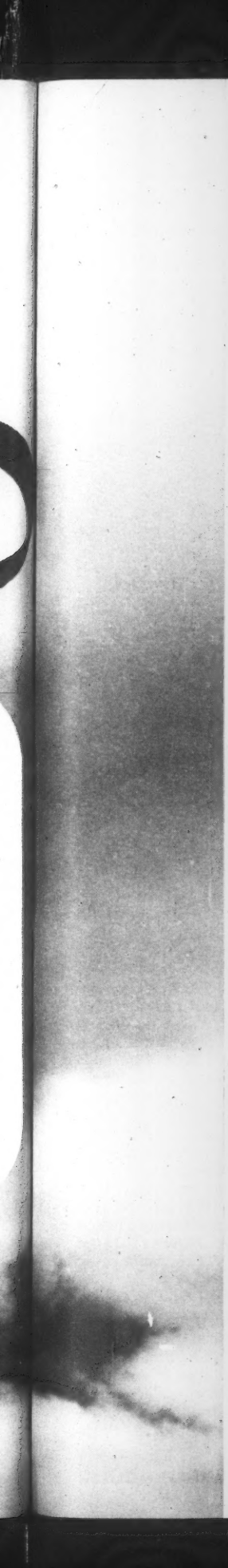

...announcing a new television station representative, dedicated to the Storer concept of quality that has been a broadcasting byword for over thirty years. Offices in all principal advertising centers are ready to provide you with complete service for the five important Storer television stations. In your area call...

*In New York/Plaza 2-7600*
*In Chicago/Central 6-9550*
*In Detroit/873-2383*
*In San Francisco/Yukon 1-8860*
*In Los Angeles/Dunkirk 9-3138*
*In Atlanta/875-8576*

*Representing:*
WAGA-TV ATLANTA, WITI-TV MILWAUKEE,
WJBK-TV DETROIT, WJW-TV CLEVELAND
and WSPD-TV TOLEDO

This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

**KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA***

Gunsmoke .....74,700 homes
Red Skelton .....56,700 homes
6:00 p.m. News...40,300 homes
10:00 p.m. News..58,500 homes

*November Lincoln ARB

No matter how you slice it, you'll find there are just two big, "prime-cut" television markets in Nebraska — the extreme East and Lincoln-Land.

*Three* top TV stations split the Eastern market three ways as they battle for viewers' attention. But Lincoln-Land is different. Here one station completely dominates this big market—that's KOLN-TV!

During prime 6 to 9 p.m. viewing time, latest Nielsen reports more than 50,200 Lincoln-Land homes tune in KOLN-TV! See how this compares with any other Nebraska station.

Avery-Knodel has the full story on KOLN-TV — the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

*The Folzer Stations*
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

*KOLN-TV*
CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
*Avery-Knodel, Inc., Exclusive National Representatives*

E PLURIBUS ULLMAN

Herb (Nero) Berman orates. Says it's only money — in the bank for you. Soundsmanship, that is. For example, take "The Big Sound." You'll get 8,886 coin producing program aids, shipped each month . . . and in mint condition of course. Don't fiddle. Call Nero Berman now.

RICHARD H. ULLMAN, INC.
*1271 Ave. of the Americas/N.Y./PL 7-2197*
a Division of
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Hollywood / New York


and controlled by Mr. Wagner. It is the mutual intention of Gordon Broadcasting and Wagner Associates to expand our station groups and diversify into other interests. All properties, present and future, will come under my banner for operational supervision and national promotion, with Mr. Wagner directing combined activities.—*Sherwood R. Gordon, President, The Gordon Group, San Francisco.*

## Foe of triple spots

EDITOR: . . . I think the recommendations of the Code Committee [BROADCASTING, June 12] make sense.

You are probably aware that Lou Nelson, our vice president in charge of marketing, was the first media man to campaign against triple spotting. As a matter of fact, to this day, the Wade Agency will not buy spots in a triple-spot position.—*Paul McCluer, Executive VP, Wade Adv., Los Angeles.*

## Auto Jockey in profile

EDITOR: . . . In the May 1 issue we received a nice notice of the equipment we would display at the NAB convention. Regardless, nothing was said [in the May 15 post-convention issue] about the only unit which uses many different ways to provide a radio station with automation. . . . The Auto Jockey of Aitken Communications differs from other systems. . . . No tones are required because of the exclusive use of an advance head which listens for the next announment or musical selection, thus the audio itself does its own cueing.

. . . Until the Auto Jockey all systems used a fixed run in time before stopping the turn table. The Auto Jockey runs the record in until sound has been reached and then backs the record up until the needle is a half turn ahead of the sound. In short, the Auto Jockey record unit cues records just like an operator. . . . The Auto Jockey included provisions for ten magazine segments.

An important feature was the special sequence system which was controlled by or started by a clock. The Auto Jockey had on display four different makes of playback equipment . . . an Alto Fonic continuous tape player, two Ampex tape decks, two Mackenzie program repeaters, and one Seeburg record changer. — *Kenneth Aitken, Aitken Communications Inc., Taft, Calif.*

## Untracking detractors

EDITOR: During the barrage of spitballs, BROADCASTING's editorial pages have displayed a statesmanship and understanding of broadcasting's role in American life that our industry leaders either don't have or are afraid to express— *Tim Elliott, President, WICE Providence, R. I.*

# THE QUALITY TOUCH

Not one but 5 AMPEX VIDEOTAPE MACHINES are at your disposal in our new "Communications Center"... 3 in our studios, 2 in our 40′ custom cruiser. Using our battery of Marconi 4½″ image orthicon cameras, your tape assignments get that *quality touch*. Duplicates are made and furnished to world-wide standards, using the latest interswitch equipment. Studio or on location, it will pay you to call on WFAA-TV for that next assignment!

*Ask those who use WFAA-TV... you'll want to join the growing list!*

**WFAA-TV** DALLAS FT. WORTH CHANNEL 8

*Represented by*

Edward Petry & Co., Inc.

*The Original Station Representative*

*TELEVISION SERVICE OF THE DALLAS MORNING NEWS*

"The Big Picture. From the Big Mountain that Blankets the Big Empire!"

KXLY-TV
SPOKANE

"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . . 31
STATION B . . . 19
STATION C . . . 13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle . . . Day & Wellington
Portland . . . H. S. Jacobson

# DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

## JUNE

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

June 25-30—**Telecourse Training Institute,** American U., Washington. Guidance in Bible telecourses in six cities, with Ella Harllee as director.

June 26-27 — **Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

*June 27—**Second American Tv Commercials Festival,** awards dinner and screening of winners. Sheraton Hotel, Chicago.

## JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 6—Deadline for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

*July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel, Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

## AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago.

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**BROADCASTING**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taishoff

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**Hollywood:** 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Virginia Stricker.

**Toronto:** 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
Copyright 1961: Broadcasting Publications Inc.

# All on a beam of light!

**New Bell Telephone discoveries suggest light as a future carrier of vast numbers of telephone calls, TV shows, data messages!**

Bell Telephone scientists recently transmitted the human voice for the first time on a beam of "coherent" infrared light.

To do this they used their new Optical Maser—a revolutionary device which may someday make light a new medium for telephone, TV and data communications.

Here's why:

Light waves vibrate tens of millions of times faster than ordinary radio waves. Because of these high frequencies, light beams have exciting possibilities for handling enormous amounts of information.

Ordinary light waves—the kind put out by your living room lamp—move like an unruly mob. Coherent light waves move like disciplined soldiers. Theoretically they can be controlled, directed and modulated just as radio waves are now.

The possibilities are breath-taking. Light beams might be transmitted through long pipes, or could someday be just what are needed for communications in space—for example, between space ships.

Many other uses for coherent light beams are being thought of as Bell Laboratories experiments go forward. Continuing research like this requires adequate telephone company profits so that we can bring you the latest service improvements at the earliest possible time and the lowest possible cost.

Bell Laboratories scientist adjusts new Optical Maser model, first such that operates continuously. Maser uses very little power, transmits narrowest light beam ever achieved. Name stands for "Microwave Amplification by Stimulated Emission of Radiation."

**BELL TELEPHONE SYSTEM**

# MONDAY MEMO

**from JOYCE HALL, president, Hallmark Cards Inc., Kansas City.**

## There were no guideposts along Hallmark's road

Thoughts and memories crowded my mind as I walked down the long aisle at the Ziegfeld Theatre the night of May 15. I was particularly struck with one idea. It seemed too bad dozens of us sponsors hadn't done our jobs well enough to merit a special award long before 1961 from the National Academy of Television Arts & Sciences.

Not that I felt an honor of this kind was particularly due. I was proud, yes, and especially proud for all the people who have worked so hard on the *Hall of Fame* since its beginning 10 years ago. But I also wished there had been many contenders for such an honor, instead of merely a handful.

Back in the early 1920's when I was first confronted with a radio loudspeaker, I thought, "This is it. This is the way the world is going to be changed. Knowledge can, through this medium, at long last belong to everyone." The ensuing years have not shaken my faith in the fundamental potential of electronic communications. Their capacities for accomplishment, I believe, are limitless. But as we all know, the full potential is still unrealized.

**Who's To Blame?** ▪ It is not enough to point an accusing finger at the ratings, or the advertising agencies, or the networks, or the sponsors, and say, "These are to blame." The problem is much more complex than that. Yet, underlying all of it seems to be a general reluctance, among many people involved with tv, to really try hard.

The prevailing style is to take the easy way out and to accept the first superficial conclusions that come to mind after glancing over the ratings and looking at the sales figures.

If those of us involved with the *Hallmark Hall of Fame* had always followed "expert" advice, or had let ratings dictate our planning, or had been panicked by adverse criticism or the many obstacles we have had to overcome, we would have deserved all the obscurity that by now probably would have been ours. The fact is that we had to try very hard, and think hard. Many times we have had to go against the grain. But it has always been worth it, no matter how unorthodox our decisions seemed at the time.

In the early days of the *Hall of Fame*, many of these decisions were made almost on the basis of intuition alone, because the road we were taking had no guideposts.

Since before World War II, I had been convinced of the power of advertising in creating a brand preference for our greeting cards. The advent of television seemed made to order for Hallmark. Like everyone else, we began with a weekly half-hour dramatic series, but we were not content with this rigid format.

Then opportunity knocked. We sponsored Gian-Carlo Menotti's original Christmas opera for television, "Amahl and the Night Visitors," on Christmas Eve 1951. The *New Yorker* called it "A lovely and wonderful thing to see and hear." It attracted so much attention from viewers and the press that we were to present it four times, and to pioneer the use of sponsored network color with the performance of "Amahl" on Dec. 20, 1953.

**The Plunge** ▪ Heartened by the success of the opera, we took the big plunge. On April 26, 1953, after a lightning decision made in a cab between Radio City and Grand Central Station, we produced "Hamlet," the first two-hour network "spectacular" and the first work of Shakespeare on tv.

Our experience with "Amahl" and "Hamlet" convinced us we had found a format ideally suited to our product and our corporate aims. We decided that television time should be bought when the sponsor most needs it (which in our case is just before our major selling seasons), rather than to fit an arbitrary series of weekly segments. We also concluded that a longer-than-usual dramatic show, produced with taste and quality, dominates the evening on which it appears, increases viewer anticipation, is remembered longer, and makes real news. Last and most important, "Hamlet" and "Amahl" confirmed our feeling that American television audiences are more than able to appreciate serious presentations.

Through the ensuing years, we established four standards for our properties: they must have weight and importance; they must lend balance and diversity to the entire season. Classic plays and long-run Broadway hits frequently appear on the *Hall of Fame* because they meet these requirements.

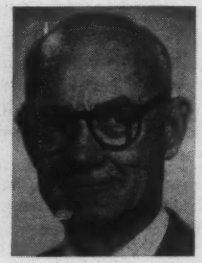
We have also produced our share of original works. The International Hallmark Teleplay Writing Contest, which drew a total of 1,573 entries from 19 countries, plus the success of shows such as "Little Moon of Alban" and "Give Us Barabbas," indicate the great potential in the field of original tv drama.

**Commercials Policy** ▪ Our policy on commercials is a simple one. We have always wanted them to be as entertaining as the show itself. We have insisted that they remain quiet and dignified, in keeping with the dignity of the greeting card custom and of the plays.

The rewards of producing the *Hall of Fame* over a decade have been many. We have seen Shakespeare's "The Tempest" attract an audience of over 40 million viewers. We have enjoyed much encouragement from the critics. Our fan mail indicates that we have built a loyal and discriminating audience of the kind of people we wish to reach—the upper masses, not merely the upper classes.

We think it is better to make 25 million good impressions rather than 50 million less favorable ones. We think it is better to make good things more popular. Finally, we have also had the extraordinary satisfaction of being able to present to the people of America a kind of entertainment that was unavailable 15 years ago.

If all sponsors faced their obligations head-on, not only to their businesses but to the public, I think they would reap many gratifying rewards, and television would gain the respect and influence it deserves.



Joyce C. Hall, president of Hallmark Cards Inc., founded his business 51 years ago with a box of post-cards stored under his bed at the YMCA in Kansas City, Mo. Within a few decades, he built Hallmark Cards into the world's leading greeting card firm, with branches throughout most of the free world. At this year's National Academy of Televison Arts & Sciences awards dinner, he was hailed as an outstanding tv advertiser and received the first Emmy ever awarded to a sponsor.

# "Love those home town people!"

Outside honors are nice to win . . . but when the laurel wreaths come from the home community they're all the more appreciated.

That's why WFBM-TV is especially proud of its *first prize* award for the "outstanding quality and quantity of public service presentations." This recognition came from the Community Service Council of Metropolitan Indianapolis who also singled out WFBM-TV or members of its staff for 11 other special citations.

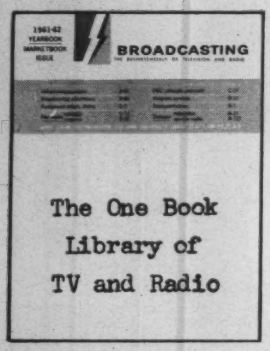
**What's first with Hoosiers... is first with WFBM-TV.**

CHANNEL 6 WFBM TV INDIANAPOLIS

12th Year of Leadership

Represented by the KATZ Agency

TIME-LIFE Station




# THE JURY'S VERDICT

THESE TWELVE men and women, selected at random from the thousands of agency executives who make the wheels go 'round in broadcast advertising, all concur on one decision:

BROADCASTING Yearbook – whose 27th annual edition will be out September 1 – is the most essential single reference volume of its kind published anywhere. As you may read in their individual opinions, rendered below, certain key words are significantly repeated over and over – **"invaluable" . . . "most useful" . . . "great help" . . . "handy" . . .**

(Matter of fact, in a recent survey of decision-makers at the Top 50

JUROR #1

## "SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

Lee Rich
Senior V.P.
in Charge of Media
& Programming
Benton & Bowles
New York

JUROR #2

## "NO REFERENCE - SOURCE HANDIER"

"There is no reference source I have found handier in my years in broadcasting. I always keep it in my desk and keep one at home because in a minute I get in touch with talent, packagers, network executives and other agency people I have known for a long time."

Jules Bundgus
Senior TV Supervisor
Ted Bates
New York

JUROR #5

## "NOTHING LIKE BROADCASTING YEARBOOK"

"For fast, fast, fast relief when I need to know what's what or who's where in TV or radio, there's nothing like the BROADCASTING Yearbook."

Hildred Sanders
V.P. in Charge of
Radio & Television
Honig-Cooper &
Harrington
Los Angeles

JUROR #6

## "ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual."

George A. Bolas
V.P., Director of
Media Activities
Tatham-Laird
Chicago

JUROR #9

## "WEALTH OF DATA AND INFORMATION"

"The BROADCASTING Yearbook contains a wealth of data and information that is invaluable in conducting TV and radio business both on the network and local levels."

Harold A. Smith
V.P., Program & Merchandising Manager
Needham, Louis &
Brorby
Chicago

JUROR #10

## "KEEP AT HAND THROUGHOUT YEAR"

"We at BBDO find the BROADCASTING Yearbook an invaluable reference which we keep at hand throughout the year. By listing the facilities and other pertinent data for every radio and television station in every market, it is helpful in our day-to-day buying activities."

Herb Maneloveg
V.P. & Media Director
Batten, Barton,
Durstine & Osborn
New York

## PACKED (as usual) WITH MORE FACTS THAN ANY OTHER SOURCE BOOK

• Complete directory of all U.S. television and radio stations. • Lists of station and network personnel; ownership and facilities information. • Broadcast regulations, code. • Facts, figures, history of the broadcasting business. • Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations. • Data on Canadian, Mexican and Caribbean broadcasters, foreign language stations within the U.S. • "The Dimensions of Broadcasting"– key facts about television and radio.

AND hundreds of other reference sections covering virtually every up-to-date aspect of the broadcasting business – all assembled in a single definitive volume to answer thousands of basic questions for thousands of agency, advertiser and station users. In all, more than 600 pages crammed with current information! It's the ideal place to present your **own facts,** amplifying those which broadcasting's busiest people will be checking, month after month, in the 1961-62 BROADCASTING Yearbook.

# IS UNANIMOUS...

agencies – where nearly 1½ billion dollars of TV and radio business is transacted annually – BROADCASTING Yearbook is adjudged **first choice by more than 2-to-1** over the next-best reference yearbook of broadcast media facts! And **by 3½-to-1** over the No. 3 annual!)

BROADCASTING Yearbook for 1961-62 will again offer the most comprehensive round-up of information on today's broadcast media available anywhere. Like previous editions, it will enjoy a full and useful life in offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumbmarked 12 months later when next year's volume appears.

**JUROR #3**

## "YEARBOOK OF GREAT HELP"

"BROADCASTING Yearbook is of great help in getting basic information about stations and other pertinent information regarding the overall broadcast field."

Edward Fitzgerald
Media Director
J. Walter Thompson
Chicago

**JUROR #4**

## "EFFECTIVE COMBINATION"

"The week's news in BROADCASTING, the year's facts in the BROADCASTING Yearbook, together make an effective combination for keeping abreast with radio and TV developments throughout the nation..."

George W. Allen
Manager,
Hollywood Office
Guild, Bascom &
Bonfigli

**JUROR #7**

## "GREAT USE IN UNCOVERING INFORMATION"

"I find the BROADCASTING Yearbook of great use in uncovering information about stations and their personnel, rate structure, and coverage potential."

Philip Archer
Media Supervisor
Knox-Reeves
Advertising
Minneapolis

**JUROR #8**

## "INVALUABLE REFERENCE SERVICE"

"I find the BROADCASTING Yearbook an invaluable reference service in our business."

Arthur S. Pardoll
Associate
Media Director
Foote, Cone & Belding
New York

**JUROR #11**

## "PERMANENT PART OF BUSINESS LIBRARY"

"I find the BROADCASTING Yearbook most useful in checking important station information. As a reference volume, it is a permanent part of my business library."

Harry K. Renfro
V.P. and Manager of
Radio & Media Dept.
D'Arcy Advertising
St. Louis

**JUROR #12**

## "INDEED A VALUABLE REFERENCE TOOL"

"The BROADCASTING Yearbook furnishes vital information regarding stations as well as all aspects of the broadcast field. It is indeed a valuable reference tool."

Genevieve Lemper
Chief Broadcast
Buyer
Foote, Cone & Belding
Chicago

FOR CONTINUOUS PERFORMANCE and maximum exposure among the people who really count in TV-radio advertising, you can't find a better place than BROADCASTING Yearbook to tell your own story. This year's edition will be made even handier to use with special insert dividers between sections, tabbed for swifter reference.

Same rates, same page size, same space units prevail as for regular issues of BROADCASTING. **Guaranteed circulation:** 18,000 copies. **Final deadline for plates:** July 24. NOW is the time for action. Reserve the position you want — **TODAY** — before somebody else gets it!

**BROADCASTING YEARBOOK**

1735 DeSales Street, N.W., Washington 6, D. C.

New York—Chicago—Hollywood

# AUDIENCE

## GET 'EM WITH BOTH BARRELS ON W-I-T-H

**BIGGEST AUDIENCE** W-I-T-H hammers home your sales message to more people than any other radio station in Metropolitan Baltimore. That's a flat fact and the proof is in the chart below (Hooper, January through March, 1961, total rated time periods).

**MOST MERCHANDISING** In-store promotion with a healthy kick: CCA plus feature displays and bargain bars in chain stores, drug stores, hardware stores. Buy W-I-T-H, the station that knows what a commercial is *for!*

| W-I-T-H | Station A | Station B | Station C | Station D | Station E | Station F | Station G | Station H | Station I |
|---|---|---|---|---|---|---|---|---|---|
| 21.5 | 17.1 | 13.9 | 13.8 | 12.9 | 6.3 | 5.0 | 5.0 | 2.7 | 2.5 |

RADIO **W-I-T-H** PERSONALITY Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 26, 1961 Vol. 60, No. 26

# CREATORS TURN ON THE CREATED

## ■ Writers, producers blast contemporary television fare
## ■ They tell FCC work's easy, money's good, product's lousy
## ■ One widely-supported cure: FCC licensing of networks

Television programming was denounced, dissected and pronounced dead last week by some of the biggest, best-paid creative names it ever produced.

But the same critics also offered a wide range of restorative prescriptions that displayed the scope of their creative talents. The recommendations ranged from the creation of a complex of non-profit super-programmers to a system in which local-station program heads would be licensed like "barbers and dog-catchers."

The scene was an FCC hearing room in New York. The cast consisted largely of writers, plus a scattering of producers and performers. The story line traced the demise of creative programming, and in an inquest atmosphere the stars moved one after another to the witness chair to identify the body and testify as to the cause of death. The audience agreed that although nothing very new was said on this point, the lines were never better.

Robert Saudek proposes nine FCC-licensed program "authorities," one for each part of the broadcast day.

FCC counsel, clearly sympathetic, was told that although television started out with all the promise of a "golden age," it has been turned instead into "an artistic dead-end" from which virtually all "creative" writing talents have fled for want of opportunity to do anything creative.

Witnesses testified in succession that programs using original drama have all disappeared from the air, that programs today must be written to stereotyped specifications designed to attract mass audiences and offend nobody, that production in many cases today is handled by "sausage factories."

**Good Pay** ▪ But they acknowledged that although the work is frustrating, the pay is good. Said one: "Never in history have writers been paid so much for writing so badly."

In pinning the blame, the witnesses cited advertisers and agencies, program ratings, networks and talent agents as major culprits, and in some cases they also appeared to implicate elements of government, local broadcasters, and network salesmen who aren't more adept at selling "quality" programming.

In prescribing corrective measures, they offered recommendations reflecting a full play of imagination.

Among the suggestions was one advanced by producer Robert Saudek for the establishment of nine program "authorities"—one for each segment of the day at each of the three tv networks—which would be composed of people experienced in assembling talent and interested in good programming, which would be licensed by the FCC, would operate on a non-profit basis and would decide what should be programmed within the day-parts over which they had charge.

New York U. professor Robert Gessner would make local stations more directly responsible, would virtually eliminate networks as they are known, but would set up "district distributorships" where stations could preview and select the programs they want.

Producer Worthington Miner included among his suggestions the possibility of forming public corporations to produce "worth-while" programs.

Other suggestions offered as at least partial solutions included banning advertisers and agencies from any role in programming beyond saying what time block their commercials should appear in; getting sponsors to devote at least one program per season to a serious subject; investigating talent agents and their "strangle-hold on programming," licensing networks and easing their "death grip on programming," forbidding station ownership by legislators. government officials and newspapers; testing and licensing the program chiefs at local stations, and re-running "quality" shows to help amortize their cost as well as give them wider exposure.

David Susskind suggests, among other things, that the networks be placed under jurisdiction of the FCC.

**Hearing Continues** ▪ The hearing is part of the FCC's overall program inquiry, now more than two years old, and it is slated to continue in New York this week until approximately 30 witnesses scheduled to give testimony at this session have been heard. Twelve had testified by last Thursday night, the

end of the third day.

The hearing is being conducted before FCC Examiner James D. Cunningham, with Ashbrook P. Bryant and James Tierney as FCC counsel. Kenneth A. Cox, chief of the commission's Broadcast Bureau, was on hand for the opening session and noted that the overall investigation already has led to several FCC actions including its request for congressional authority to regulate networks and its proposed revision of broadcast application forms. Mr. Cox said the networks, who testified early in the investigation, would be called again "after we have had an opportunity to review and analyze the entire record."

Waiting to testify at the hearing in New York are professional tv writers (l. to r.) David Davidson, national chairman, Writers Guild of America; Ernest Kinoy, Writers Guild of America-East, and Pulitzer winner Tad Mosel.

A running account of last week's sessions follows (for Friday testimony see AT DEADLINE).

**Artistic Dead-End** ▪ Erik Barnouw, a Columbia U. professor with 30 years' background in television and radio writing, testified Tuesday morning that tv, which a few years ago promised to be a "golden age" for writers, has become "an artistic dead-end" instead. He said he could not remember a time in the past quarter-century when writers were as "bitter" and "disillusioned" as they are about their prospects in television today.

He said *U. S. Steel Hour*, for which he writes occasionally, is the only major program left that is open to creative writing—and that even it uses writers "on assignment." Instead of asking writers to "write a play," he said, television today tells them to write a vehicle for a particular actor in a particular type of situation.

He ventured that television could not develop another Paddy Chayefsky, one of the foremost writers of the so-called Golden Age, "unless he wanted to write for *Surfside Seven* (sic)."

Mr. Barnouw, who started in broadcasting as a writer with Erwin, Wasey & Co. and Compton Adv. in 1931-37, called for a system of programming and sponsorship in which the networks would hold control and the sponsor would have say-so only to specify the time block—8-11 p.m., for example—in which his commercial messages should appear.

He said "the real question" is whether tv programming should be "a by-product of advertising," and added: "I say we can't allow it."

**Like English System** ▪ Mr. Barnouw noted that the hands-off approach for advertisers was similar to the British system, but suggested that an equally good analogy might be found closer to home in the networks' handling of news and public affairs programs. Television journalism, which guards against advertiser influence, "continues to acquit itself with honor and distinction," he asserted.

Drama deals with "issues and ideas" just as news reporting does, he said in opposing advertiser and agency influence in this area. This influence, he said, is exercised both in the selection (or rejection) of subjects to be dealt with and in the development of action, lines and characterizations after the subject has been picked. "It is generally true that the television writer has very little control over the final form of his work," he declared.

This is true, he said, because in prime-time television today very few periods remain unsold, big shows are opposite big shows, the competition between advertisers is intense, and sponsors naturally want programs that will reach maximum audience. Even in network radio's most popular years head-to-head competition was less extensive and a number of programs, sustainers as well as commercial, offered opportunities for creative writing and also gave "balance" to the schedule, he recalled. But in television today, he said, the sponsor is less interested in "opening the eyes of the audience to the world around us" than in "providing a setting for a commercial."

**Much for Little** ▪ David Davidson, national chairman of the Writers Guild of America, a writer for 33 years and in television since 1950, said that "never in history have writers been paid so much for writing so badly."

There is "not one going market (in television) to which a writer can send an original play," he asserted.

One of the influences that "killed original drama," he said, was "sponsors' fear of an unknown quantity." He related his experience with a play about a government man: He said an ABC executive suggested the play and that after he finished it the sponsor, Elgin, paid for it but did not present it for fear of offending segments of the audience; that U. S. Steel also turned it down; that Alcoa eventually sponsored it—and that, instead of arousing objections, it produced requests from 23 companies, one government agency and a House committee, all of which wanted copies for various uses of their own.

Mr. Davidson assailed "assembly line" production in which dozens or scores of individuals must be consulted before a script is finally approved. He said major production firms like Revue, Ziv-UA, Four Star and Desilu are referred to as "sausage factories" and that in Hollywood the preferred practice for tv writers is to prepare a script, turn it in, "and get lost."

If the market for creative writing changes, he said, "it will have to be for the better, because it can't get worse."

**Sitting Out Contract** ▪ But the pay, he said, brings few complaints. He added that he has been sitting out a CBS contract and getting paid for doing nothing because CBS had nothing for him to do, and in addition has been "hiding out under another name in daytime television." By this, he said later, he meant he was writing television soap operas under a pseudonym.

Daytime television is the last tv market for creative writing, he said, and the pay is "lovely": "You can make $1,000 a week before lunch time."

As an example of the decline in creative-writing opportunities in television Mr. Davidson said that although membership in the Writers Guild is open to any writer who has placed one script,

FCC Examiner James D. Cunningham was in charge of the hearing at which some 30 tv writers will appear.

the number of members has become "stabilized" at about 3,000, of whom about 1,500 do virtually all the writing that is done for tv.

**Like Playwright** ▪ Ernest Kinoy, president of the Writers Guild of America-East, said that in the so-called "golden days" of tv, the writer's position was akin to that of the writer creating for Broadway.

"The author was considered the man who did the work and continued with it in a relatively respected position right on through rehearsals," Mr. Kinoy said. "His opinion was listened to with varying degrees of respect."

But even in those days, Mr. Kinoy added, it was his understanding that before a producer could accept a script, he had to get approval from the sponsor. The author had no direct contact with the sponsor.

Mr. Kinoy, who was an NBC staff writer for 12 years, said he could recall a number of times when producers battled with sponsors over script changes. He said he once did a play about an old-age home that was turned down by the *Alcoa-Goodyear Playhouse* because the sponsors felt that "old people are not box office."

On another occasion, Mr. Kinoy said he was asked to change a Negro character into a Mexican one because the sponsor thought this would make the play less controversial. Mr. Kinoy refused to make the change, but another writer made it and the program went on in altered form over his protests. Mr. Kinoy said he did not remember the sponsor of the program which was televised on CBS.

**Some Limits Reasonable** ▪ "Certain limitations" due to the nature of the medium and the possible effect it might have on young audiences are "reasonable," he said, but there is "extreme reluctance" by agencies and sponsors to handle plays which reflect unpopular or minority political opinion or social relations between people. Consequently, he said, the author's "range of social comment is limited."

Nowadays tv drama is "locked into handcuff formulas," Mr. Kinoy added. He told of being asked by Revue Productions in Hollywood to write for a tv series called *The Breakdown*. He said the two protagonists of the series were recognizable to any watchers of tv action-adventure dramas. They were dashing, drove sports cars and were fair game for beautiful women. "The difference was that these fellows were psychiatrists," he explained. He said he was told that each week's episode would deal with mental cases including "nymphomaniacs" and others exhibiting "extreme and bizarre hallucinatory behavior."

Mr. Kinoy said he felt that the idea was "appalling" and told the producer he would have nothing to with it, but that he understood that another writer took on the assignment.

**Doubts etv Will Help** ▪ When asked if he thought the development of educational tv might offer new opportunities to writers of original dramas, Mr. Kinoy said he doubted it. "A drama is an extremely expensive thing, and educational tv rarely can afford it," he explained.

Mr. Kinoy was followed to the witness stand by Tad Mosel, whose stage play *All the Way Home* won this year's Pulitzer Prize for drama. Mr. Mosel said that when he first started writing for tv in 1953, an author "could afford to fail because there was always next week. The picture has changed now," he said. "New writers can't find a place, and original work is not asked for."

The trouble, he continued, "is that everybody started trying to make tv look like movies."

When asked about limitations placed on his writing Mr. Mosel recalled that once he was asked to change a line in a script that had a woman character quoting from the Bible and giving her interpretation of the quote. According to Mr. Mosel, the sponsor didn't like the line and wanted to know "who was I to interpret the Bible."

Mr. Mosel commented that tv runs in cycles as much as any other medium, and speculated that people will "get just as sick of violence" as they did of panel, quiz and other once-popular show-types.

**Ratings Blamed** ▪ Robert Gessner, professor of tv, motion pictures and radio at New York U., blamed many of tv's ills on the rating system.

"The specter that is haunting commercial tv through every executive corridor and studio is the dictatorship of the ratings; the numbers monster feared by producers, performers and writers, but worshipped by account executives, network officers and sponsors," he declared.

The study staff which opened the network program hearing by the FCC in New York included (l. to r.) Ashbrook Bryant, Jim Tierney and Kenneth Cox. The hearing was held in the U.S. District Court Building in Foley Square.

Professor Gessner said the tv industry isn't going to reform itself into taking less profit, and doubted that congressmen who own stock or partnerships in their local stations will pass laws for more responsible programming. The educator also said that it would be naive to expect sponsors, agencies and networks "to self-regulate their profits."

Calling for a "drastic alteration" in the current programming setup, Professor Gessner discounted such variously proposed solutions as a fourth network ("It wouldn't do any more than cut the cake into small slices), pay tv ("it's far off"), or FCC Chairman Newton Minow's hope to increase local license responsibility through local hear-

ings on license renewal ("it won't work if the licensee can claim he's not responsible for programming, if his prime time is preempted by network").

**Held Responsible** ▪ Instead Mr. Gessner said, the solution is to hold the licensee "solely responsible for his own stewardship of the license."

Mr. Gessner said this solution would all but eliminate network programming as now known. In its place he proposed that there be "district distributors (similar to film exchanges), where local staffs may preview, or programs can be previewed over the long lines, or booked from catalogues." He claimed that this wouldn't present unmanageable problems because "95% of tv comes out of cans," and no legislation is needed.

Professor Gessner cited four basic fallacies of present-day tv dramas: "that force solves problems," "that violence is heroic," "that the good man always wins over the bad man," and that "sex means love."

He concluded his prepared statement by declaring that "tv should not be a public trust for private profit."

In later testimony, Professor Gessner disagreed with Mr. Mosel's theory that violence will eventually run its course on tv. There will always be an audience, youngsters mostly, who have not seen the original action-adventure programs and re-runs would present fresh violence to them, he said.

On Wednesday proceedings opened with Mr. Bryant reading a statement prepared by August Hecksher, president of the Twentieth Century Fund. Mr. Hecksher decried the lowering of cultural standards on television, and claimed that "third-rate and fourth-rate programs" have supplanted cultural shows, largely because the advertisers control television programming. He urged that standards be raised and added: "It is too easy to say that they (broadcasters) are giving the public what it wants."

**Susskind Castigates** ▪ The first witness Wednesday was David Susskind, executive vice president of Talent Assoc.-Paramount Ltd. He remained on the stand for four hours and, during this interval, castigated networks, advertising agencies, sponsors and talent agencies for contributing to what he called "the nadir of television in 1960-61."

At the outset, Mr. Susskind related, television operated in a "wonderful, artistic climate—it was daring, exciting experimental." He placed tv's "golden years" from 1949-54, explaining that during this period the networks presented an "infinitely more balanced and diversified diet" than today.

"But if we think this year marks the nadir of television, look at next year's schedule," he added. "It will make this year look like the golden age of tv. I tremble for next year as a viewer, as a father and as a practitioner in the industry. Public affairs programs constitute the only bright spot for next year.

"How did this happen?" Mr. Bryant asked.

Eric Barnouw suggests that networks control the programs and sponsors only specify the time block.

Mr. Susskind replied there were various considerations, but indicated that the television networks were largely to blame. He insisted that the networks have "a death grip on programming."

**Sells Head Men** ▪ "Now you must sell the three head men—and their minions—at the networks," Mr. Susskind testified. "In the past, you could sell programs to the agencies and advertisers."

Mr. Susskind, voluble and articulate, reeled off other reasons for what he called "the demise" of so-called quality programs on tv: the "mad race" for ratings that has "subverted" the medium; the "copy-cat" practices of networks that have resulted in "miserable imitations"; the spiralling costs of production, which have led advertisers to "pursue the biggest audiences irrespective of the quality of these audiences"; the rise of ABC-TV, which he said "trail-blazed the westerns, the 'private eyes' and the violent shows" in order to gain acceptance at stations throughout the country, and talent agencies, which seek "astronomical" fees for performers with "marquee value that the advertisers seem to want." (He drew a roar from the crowd when he quipped: "If you could get Marilyn Monroe just to sign for a show reading from the telephone book, that would be a tv spectacular.")

Mr. Susskind insisted that today sponsors do not want programs that are "too real and too mature" because they think these shows are 'downbeat.'" He reported that one agency executive had turned down a Talent Assoc.'s project with this explanation: "I want a happy show with happy people with happy problems."

**Asks Examples** ▪ Mr. Bryant asked him for specific shows on which he had encountered interference from the networks, advertisers and the agencies. Mr. Susskind mentioned several.

He dwelt at length on an Art Carney special dramatic show, *Call Me Back,* that Campbell-Ewald, Detroit, had bought on behalf of General Motors. The agency, Mr. Susskind said, objected to the program after reading the script and gave him this explanation: "We can't do this. The main character is a drunk; he's separated from his wife; he hasn't seen his children lately, and he takes sleeping pills." This program eventually went on the air, Mr. Susskind added, after he received permission from the agency and the advertiser to sell it to NBC-TV which obtained the Purex Corp. as a sponsor.

Mr. Susskind appeared aggrieved when he discussed his relationship with E. I. du Pont de Nemours & Co., which had sponsored the *Du Pont Show of the Month* for four years, of which Talent Assoc. was the producers. He acknowledged that on the whole, du Pont had been an "enlightened" advertiser but in the past year had urged him to produce "happier programs."

Another incident cited by Mr. Susskind dealt with a proposal he made to the General Electric Co. and its agency, BBDO, to place on television next fall a half-hour program presenting a repertory company of six performers each Sunday night. This program was suggested as a substitute for *General Electric Theatre.* Mr. Susskind reported that both BBDO and General Electric regarded the project favorably but said the reply from CBS-TV was: "No. We'll be fighting *Bonanza* on NBC-TV and *Bus Stop* on ABC-TV. We're going to need something with more action to fight the opposition." Under questioning, Mr. Susskind said he had discussed his repertory theater program with three executives at CBS-TV and identified them as James T. Aubrey, president; Oscar Katz, vice president in charge of network programming and Michael Dann, vice president, network programs, New York.

**Specials 'A Bother'** ▪ He recounted other "problems" with CBS-TV and other networks. He claimed that al-

# "Charlotte's WSOC-TV... makes a real contributution to sales results" —Dick Jones

*"We've found that WSOC-TV takes a sincere interest in the advertiser. This desire to assure the success of our advertising has made a real contribution to sales results for Strietmann products in the Charlotte market."*

DICK JONES, Vice Pres.
Ralph H. Jones Company
Cincinnati

No lip service at WSOC-TV. Advertisers have learned that schedules on WSOC-TV receive the genuine interest of the station's staff. Active interest—the kind that helps promote products and contributes to sales successes. Here in America's 19th largest tv market, for the best of NBC and ABC, plus top local and regional service, Carolina viewers depend on WSOC-TV. One of the great area stations of the nation.

**WSOC-TV**

**CHARLOTTE 9**—NBC and ABC. Represented by **H-R**

**WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton**

though Talent Assoc.'s *Family Classics* program, carried on CBS-TV this past winter, had won sponsor renewal from Breck Shampoo, the network declined to telecast it again in the fall. NBC-TV and ABC-TV also refused to carry it. Mr. Susskind said all three networks felt "the ratings weren't high enough and special programs are too much of a bother." Mr. Susskind also claimed that the *Way Out* program, carried on CBS-TV this spring and continuing through the summer, is packaged and produced by Talent Assoc.

"But in order to get it on the air, I had to give CBS-TV 50% ownership in it," Mr. Susskind testified.

He pointed out that he has been trying to place a new project on the air—a 26-hour-long historical program series featuring former President Harry S. Truman—and has been turned down by each of the three networks. Mr. Susskind added: "This show will go on the air, even if we have to sell it on a station by station basis."

Among the suggestions made by Mr. Susskind to improve tv programming were the following: suspend the licenses of stations which are not operating in the public interest; place the networks under the jurisdiction of the FCC; license the program heads of stations as "barbers and dog-catchers" are licensed, and give tests to determine their fitness; underwrite a scientific test of the rating services; ban legislators and government executives from owning radio and tv stations; prohibit newspapers from owning radio or tv stations and encourage the development of pay television and educational tv.

**Tv Losing Writers** ▪ Worthington (Tony) Miner, veteran tv producer, who served most recently as executive producer of *The Play of the Week*, estimated that "95% of the 'creative' writers, directors and producers are no longer in television." He placed the blame largely on advertising agencies, which, he said, started to exert more control over programming about 1954. This, Mr. Miner claimed, sounded "the death knell" for live dramatic production.

He was asked whether there is "diversity" and "balance" on network schedules today and replied: "There is none." The trend toward Hollywood film serials, Mr. Miner indicated, created "an imbalance."

He suggested that industry and the FCC explore "the stranglehold" of talent agencies on programming; the possibility of setting up corporations supported by the public that would produce "worthwhile" programs (not pay tv) and repeat showings of live-tape dramatic programs to amortize their costs.

**Networks Blamed** ▪ Paddy Chayefsky, a former television writer, blamed the networks for the "disappearance" of "quality" drama. He claimed that the networks pursue the "wrong" course for profit and called it "immoral." He commented: "We are talking about well-educated, responsible adults in this case. Yet, how can we look askance at kids who 'shave' points in a basketball game?"

George Jessel, a star entertainer for more than 30 years, on Thursday regaled the hearing with anecdotes, witticisms, and what he called "prepared material." When he wasn't entertaining the hearing room, Mr. Jessel was castigating the rating system and advertising. He charged that "ratings are the sole determining factor in program schedules," and that they are "grossly inaccurate" because they operate by "making a few phone calls vaguely around the country and they multiply that by 40 million."

The performer pictured advertising as the culprit behind the ratings. "In all my dealings with advertising, I never once heard the public mentioned," he said. "I've heard advertising people say this is what we want for the client, or this is what the client wants, but never a word about what the public wants."

**Saudek's Responsibility** ▪ The next witness was producer Robert Saudek, president of Robert Saudek Assoc., whose sober-toned testimony was in direct contrast to Mr. Jessel's spirited language. In reviewing his tv experience, he estimated that of 250,000 hours of programming carried on the networks in the 13 years of tv, he was responsible for 250 program hours in nine years, or one one-thousandth of network programming.

Mr. Saudek contended there was "never a so-called golden age of tv." He said that if "today's tv is projected into the future it would represent a betrayal of its own birthright." He charged that "the networks haven't discovered the meaning of public interest in 13 years."

He proposed that the networks be licensed by FCC as program distributors only. He said this would offer no more threat to free enterprise than a driving license. "It would just caution drivers not to drive recklessly."

**Nine Authorities** ▪ Mr. Saudek also proposed that the network program schedule be divided into three distinct segments—morning, afternoon and evening—and nine separate, non-profit authorities, licensed by the FCC, be set up to administer programming. These authorities would be responsible for all program decisions. He explained later that the nine authorities would consist of one for each of the three time segments at each of the three networks.

Mr. Saudek told BROADCASTING that by authority he did not mean a single person, but rather groups or organizations. He feels they should consist of "people who are used to bringing together and working with great talents," and people who are interested in and devoted to good programming. As examples of this kind of person he cited Brooks Atkinson, columnist for the *New York Times*, Walter Kerr, drama critic for the *New York Herald Tribune*, Broadway producer George Abbott and the head of the N. Y. Philharmonic Society, David M. Keiser. Mr. Saudek said that these people would apply for a license from the FCC "just as any broadcasting applicant does today." He stressed that they would operate on a non-profit basis. Under his setup, he said, "every one would make a profit except the ones where we have our conflict now—the people making the programming decisions."

The producer said that enactment of his proposals would "eliminate the conflict between public interest and profit," would give nine authorities responsibility for programming decisions instead of the current three networks, and that because of this there would be nine buyers of programming material.

In today's tv, business takes precedence over everything else, he charged.

Through Mr. Saudek, FCC counsel introduced an exhibit showing how *Omnibus* time on the air had dwindled from 39 hours a year when the Ford Foundation was producing it, to about 28½ in 1957-58, its first year without Ford support, on down to 7 hours last year and the probability of zero in 1961-62.

Mr. Bryant also submitted data on *Omnibus* ratings, showing that 3% of the programs had Nielsen ratings above 30, 13% were above 25, 29% above 22, 43% above 20 and 58% above 18. After eliciting from Mr. Saudek an estimate that *Omnibus* probably had fewer than 10 million viewers, Mr. Bryant made the point that failure to present

### Fraught with errors

In commenting on Mr. Susskind's testimony, James P. Aubrey, president of CBS-TV said: "Mr. Susskind's statements in regard to his relationship with CBS were fraught with errors and distortions." Mr. Aubrey added that he hoped he'd be given an opportunity to "set the record straight" when the FCC holds the next phase of its hearings.

NBC and ABC both said they had "no comment" to make on Mr. Susskind's testimony.

# QUALITY MAKES THE BEST SHOWING EVERY TIME

**NOW** *"The Best of the Fifties"* **SOLD**. . . in 19 markets covering over 20% of all TV homes. Stations know that audiences know the standout image in picture-making is M-G-M.

Thirty great pictures of the 50's are already set for 10 million homes through the facilities of these stations. Will the best features going be showing in your market? Check us for availability today.

## METRO-GOLDWYN-MAYER TELEVISION

1540 Broadway, New York 36, N.Y.

Altoona • Binghamton • Buffalo • Chicago • Davenport • Eugene • Fresno • Honolulu • Kalamazoo • Lebanon • Miami • New Haven • Philadelphia • Phoenix • St. Louis • Salt Lake City • San Antonio • Tulsa • Washington

## CREATORS TURN ON THE CREATED continued

the show during the coming season will mean "there are at least 10 million people who will not be served by this type of program this year."

**Criticizes Ratings** ▪ Under questioning by Examiner Cunningham, Mr. Saudek stressed that in his view—which he said is also the view of many others in television—ratings are "inadequate" and misused and that the philosophy of "giving the people what they want," as currently applied, is full of holes.

He called it "appalling" that some 1,400 homes should be deemed to represent the viewing habits of 46 million, as in the Nielsen rating sample. "I'm not a statistician," he said. "I simply don't believe it."

He thought the ratings might be reasonably accurate in the case of high-audience programs—those with a rating around 40, say—but felt that as the rating becomes smaller, its validity diminishes, too.

Mr. Saudek thought it "A rather juvenile way to go about programming" when people can decide the fate of a program merely by watching its ratings, rather than by watching the show itself.

If it is true that what the public wants should govern what it gets, Mr. Saudek said, then in the case of children it would be necessary to close all the schools in the country. Giving them what they want, rather than trying to help them, is contrary to some of society's basic institutions, he asserted.

Mrs. Mildred Freed Alberg, president of Milberg Enterprises Inc., New York, tv program production company, deplored the television fare offered today and said: "I look at the tv schedules each night and often there is nothing I can watch. I'm sure there must be millions of people like me."

**Ratings a Crutch** ▪ Mrs. Alberg, who has been executive producer for such dramatic programs as the *Hallmark Hall of Fame* and *Our American Heritage*, believes that too many program sellers use ratings as "a crutch" and prefer to make the "easy sale" by offering serials and other programs that garner high ratings.

Mrs. Alberg had a suggestion for getting more "quality" programs on tv. It was that each advertiser permit one program out of a total of 26 or 29 shows he sponsors during the year to be devoted to" one important cause or serious problem in the world today." She estimated that approximately 40 hours of programming could result from such a project and added: "and no one sponsor would take all the risk."

Gore Vidal, a tv stage and playwright, testified that "advertisers and agencies must stay out of tv programming." He characterized them as "timid, fearful people." Mr. Vidal said there was "some balance and some diversity" in television five or six years ago but claimed there was "absolutely none today."

**Costs Mounting** ▪ Robert Alan Aurthur, a tv writer and producer, echoed the views of other writers when he said there was "more freedom" in bygone years than today. He attributed the decline in the number of live dramatic programs substantially to increased costs, pointing out that as late as 1956, *Philco-Goodyear Theatre* was budgeted at about $34,000 weekly. Four years later, he said, the cost of a similar show, *Producers' Sunday Showcase*, was reported to be about $100,000 per week.

In speaking of the current era in tv, Mr. Aurthur said, "I guess you would call it the stone age." In part he blamed Robert L. Stone, NBC vice president and general manager, and a former vice president of ABC, for the current low state of tv drama on the network.

**ABC Concepts** ▪ "Mr. Stone," he said, "came over to NBC and brought ABC concepts with him." He defined "ABC concepts" as "don't spend any more money than there's a chance to get a return on." Mr. Authur recounted that in the time he was a producer of NBC-TV's *Producer's Showcase*, he was constantly told " 'Mr. Stone says no,' " everytime he wanted to do something that cost money or was of an experimental nature.

The witness, however, had lavish praise for another NBC vice president, David Levy, who's in charge of tv network programs and talent. Mr. Levy always gave him complete creative freedom, Mr. Aurthur said.

Also coming in for great praise from Mr. Aurthur were Hubbell Robinson, president of Hubbell Robinson Productions and formerly in charge of tv programming at CBS, and also Sylvester (Pat) Weaver, chairman and general manager of McCann-Erickson Corp. International and a former chairman of NBC. When these men were in charge of network programming, Mr. Aurthur said, creative people weren't afraid to try experimental things. "The support and money was there," he declared.

## BROADCAST ADVERTISING

# ABC-TV BACK IN SPOT SALES

### New rep firm will handle spot business for five ABC-TV owned television stations

ABC-TV is coming back to the station spot sales business.

The move—formation of the new ABC-TV National Station Sales Inc.—should do two immediate things for the network:

1. Place it on an equal (that is in the number of stations) footing with CBS-TV and NBC-TV in station representation.

2. Permit it to "sell" those markets in which the network owns stations.

The new firm will represent ABC-TV's five owned and operated stations—WABC-TV New York, WBKB (TV) Chicago KGO-TV San Francisco, KABC-TV Los Angeles and WXYZ-TV Detroit—previously repped by either Blair-Tv or The Katz Agency.

Both CBS-TV and NBC-TV have been slimming down the list of stations represented by their spot sales units (BROADCASTING, May 29), a procedure that will place ABC-TV on an equal level. An FCC order requires the networks to stop representing tv affiliates in the national spot advertising field unless they own the stations.

**Former Firm** ▪ The former station rep firm owned by ABC was called ABC Spot Sales. It voluntarily closed in 1952.

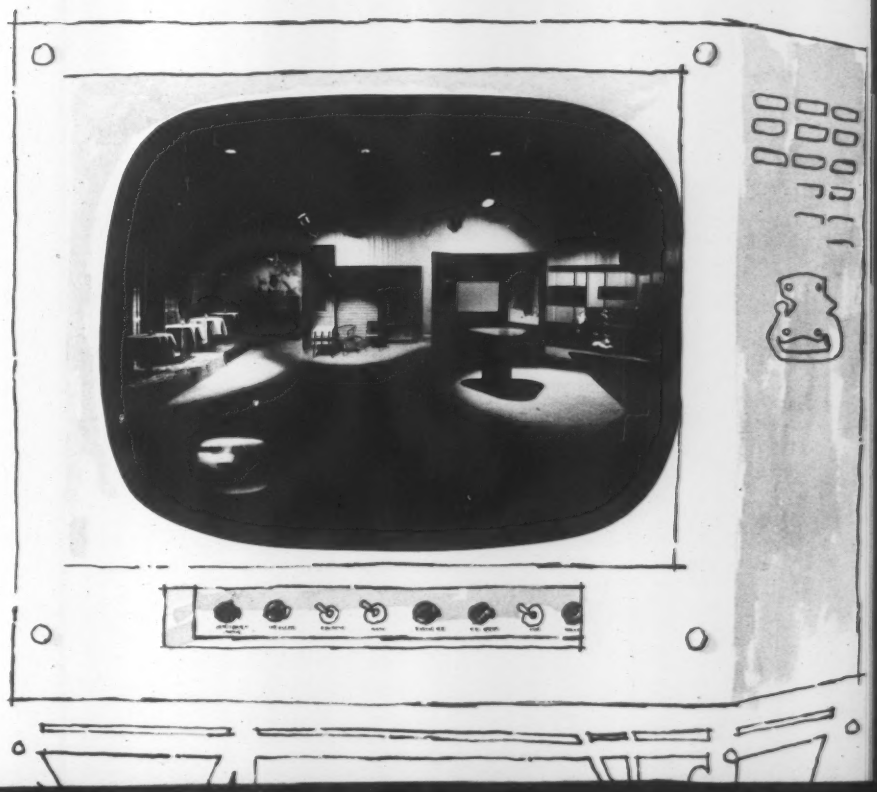
The new ABC sales arm which will come under the owned and operated wing of the company already has designated its top executives: Theodore F. Shaker as vice president and general manager, Edwin T. Jameson as general sales manager, and D. Thomas Miller as central division manager (see WEEKS HEADLINERS, page 10). Still other appointments will be made.

Simon B. Siegel, financial vice president of American Broadcasting-Paramount Theatres Inc. and also vice president and treasurer of ABC, announced the new firm's formation, and attributed the move to various reasons but chiefly to two things:

"The increasing importance of the ABC-TV Network" in those markets in which ABC-TV owns stations and in the expected improved competitive edge, the stations will have as the result of support from their own spot sales arm.

Mr. Siegel pointed up ABC's former relationship with Blair-Tv and The Katz Agency as "happy and fruitful".

When
it comes to
true importance
in a
women's show...
who's in the picture?



All these

important people

help make

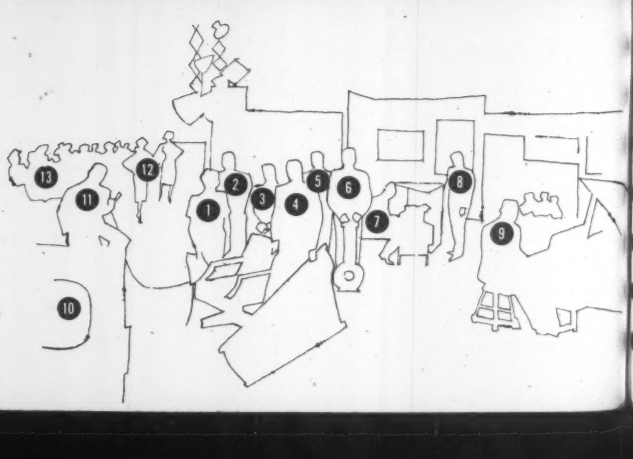
MIDDAY on WDSU-TV

important to women

—and the women of

New Orleans make MIDDAY

important to you.



1. Terry Flettrich, WDSU-TV Woman's Editor, plans, coordinates, emcees and pulls together the MIDDAY show.
2. One of Louisiana's Congressmen frequently reports during the MIDDAY program on Washington matters affecting New Orleans.
3. James Barr, Better Business Bureau chief, warns women against the wiles of con artists and other skullduggery.
4. The Hon. deLesseps S. Morrison, Mayor, makes MIDDAY his weekly program for reporting to the women of New Orleans.
5. A doctor member of the Orleans Parish Medical Society brings women up to date on matters medical.
6. WDSU-TV's Nash Roberts, New Orleans' favorite weatherman, reports daily—via live remote from his weather laboratory.
7. Reviews of books, theatre and concert attractions are given daily. Here Al Shea prepares to discuss a Little Theatre program.
8. Alec Gifford, authoritative newscaster, starts off each program with important national, world and local news.
9. Pete Laudeman's quick fingers at the piano provide musical mood, punctuation and emphasis throughout MIDDAY.
10. Specials range far afield, even to Russia. Terry's recent trip was an important and fascinating television document.
11. Wayne Mack, the clever supporting personality on MIDDAY, works with wit and charm to elicit enthusiastic participation.
12. Fashion segments feature models and merchandise provided by New Orleans stores.
13. A loyal audience—generally less than 20 in the studio, generally more than 40,000 at home—makes MIDDAY one of the very few local live shows anywhere to compete successfully with network shows for audience ratings.

This mark tells you a product is made of modern, dependable Steel.

**How cold is up?** We know that outer space can never be colder than minus 459.72° Fahrenheit—that's absolute zero, the point at which all molecular motion ceases. We don't know what coldness like this will do to materials, but we're finding out. Scientists are using a heat exchanger to produce temperature as low as minus 443° Fahrenheit. They test materials in this extreme cold and see how they perform. Out of such testing have already come special grades of USS steels that retain much of their strength and toughness at −50° or below; steels like USS "T-1" Constructional Alloy Steel, TRI-TEN High Strength Steel, and our new 9% Nickel Steel for Cryogenics applications. And the heat exchanger to produce the −443° Fahrenheit is Stainless Steel! No other material could do the job as well. Look around. You'll see steel in a lot of places — getting ready for the future. USS, "T-1" and TRI-TEN are registered trademarks.

USS United States Steel

## April tv network billings

**Network Television Gross Time Billings**
Source: TvB/LNA-BAR

| | April | | | January-April | | |
|---|---|---|---|---|---|---|
| | 1960 | 1961 | % Change | 1960 | 1961 | % Change |
| ABC-TV | $12,701,240 | $15,791,220 | +24.3 | $52,125,820 | $63,205,850 | +21.3 |
| CBS-TV | 22,580,032 | 21,989,913 | — 2.6 | 93,078,360 | 88,898,971 | — 4.5 |
| NBC-TV | 20,642,038 | 22,012,410 | + 6.6 | 82,618,811 | 90,199,041 | + 9.2 |
| Total | $55,923,310 | $59,793,543 | + 6.9 | $227,822,991 | $242,303,862 | + 6.4 |

Month By Month 1961

| | ABC | CBS | NBC | Total |
|---|---|---|---|---|
| January | $15,898,310 | $22,894,855 | $23,031,118 | $61,824,283 |
| February | 14,939,180 | 20,928,850 | 21,203,055 | 57,071,085 |
| March* | 16,577,140 | 23,085,353 | 23,952,458 | 63,614,951 |
| April | 15,791,220 | 21,989,913 | 22,012,410 | 59,793,543 |

*March 1961 figures revised as of June 9, 1961

**Network Television Gross Time Billings by Day Parts**

| | April | | | January-April | | |
|---|---|---|---|---|---|---|
| | 1960 | 1961 | % Change | 1960 | 1961 | % Change |
| Daytime | $16,599,945 | $19,143,816 | +15.3 | $68,636,269 | $81,508,628 | +18.8 |
| Mon.-Fri. | 13,629,439 | 15,778,354 | +15.8 | 55,781,332 | 67,566,512 | +21.1 |
| Sat.-Sun. | 2,970,506 | 3,365,462 | +13.3 | 12,854,937 | 13,942,116 | + 8.5 |
| Nighttime | 39,323,365 | 40,649,727 | + 3.4 | 159,186,722 | 160,795,234 | + 1.0 |
| Total | $55,923,310 | 59,793,543 | + 6.9 | $227,822,991 | $242,303,862 | + 6.4 |

## Y&R picks up more Hunt Foods' billing

Hunt Foods & Industries is moving the advertising of its Wesson and Blue Plate divisions to Young & Rubicam, Los Angeles, on Jan. 1, 1962. The agency, which for the past 15 years has placed the Hunt Foods advertising (Hunt tomato products, Snider catsups, Ohio match products), will now handle the advertising for Wesson Oil, Snowdrift shortening and the Blue Plate line of staple groceries as well. The Wesson and Blue Plate advertising has been handled by Fitzgerald Adv., New Orleans.

In 1960, Hunt Foods & Industries combined advertising expenditures totaled about $13 million, of which $6.5 million went into tv spot. The company ranked 13th among all spot tv advertisers in the nation, 42nd among all national tv users. Of the total, Y&R placed about $4 million last year and will acquire the $9 million portion of the combined account.

## Weir says tv not medium to sell women's fashions

Television is not a primary advertising medium for women's fashions, according to Walter Weir, chairman of the executive committee, Donahue & Coe, New York.

In an address before the Textile Group of the Assn. of National Advertisers in New York June 20, Mr. Weir pointed out women shoppers require more time to study the product than tv commercials allow. And, he noted, "you can't tear a television commercial off the screen and save it." Until a home-tape device becomes generally accessible, he said soft-goods advertisers probably would do better to put their money in other media.

In general, Mr. Weir felt that for an industry as large as soft goods, manufacturers were "niggardly" with their advertising dollars. However, he qualified this observation by analyzing the reason—the generosity of fibre-producers' advertising seems to have encouraged end-product manufacturers to do even less advertising in their own behalf, and instead to depend on business attracted by fibre makers.

## Hanes moves account to tv-oriented DDB

After some 17 years of association, Hanes Hosiery Inc., New York, and the J. R. Flanagan Advertising Agency have severed connections. Effective Jan. 1, 1962, Doyle Dane Bernbach will take over the hosery manufacturer's more than $1 million in advertising billings.

No reason was given for the agency switch, but a company source intimated that an accelerated advertising schedule in spot and network tv is contemplated and this is at least partly responsible for the change. Hanes apparently feels that DDB is better equipped than Flanagan for tv campaigns. Last year Hanes gross network billings were only $36,000 and they spent another $93,200 in tv spots. This year they already spent more than $100,000 to sponsor CBS-TV's coverage of the Presidential Inaugural Ball.

## RAB says radio may show gain in '61

Radio business in 1961 may show a gain over last year, in spite of a bad start for many stations. This observation is one of several made by Radio Advertising Bureau upon completing its annual series of area sales clinics.

RAB executives, who met with some 1,300 station salesmen in 42 cities during the past two months, have appraised current radio trends in their final report. Among their conclusions:

- January and February business was off in many markets but there was wide agreement among stations that the rapid acceleration which began in March will continue.
- Exceptions will be the stations which experienced good-to-excellent sales even during January and February and which look to 1961 as one of their most lucrative years.

A major agenda topic analyzed at the area clinics was RAB's "Department Store Challenge" study, which measured the pulling power of radio and newspapers for hundreds of department store items at the Higbee Co., Cleveland. Kevin B. Sweeney, RAB president, said "now that station salesmen have heard the total story in depth, they are better equipped to wrap up final department store sales for themselves. The "Challenge" study itself will continue to influence more department stores toward radio, as use of the material by the station becomes widespread."

## Limits for non-prime time

A new set of commercial time standards operative under the NAB television code provides maximum limits for non-prime time periods ranging from 5 to 60 minutes. The standards were amended June 15 by the NAB Tv Board on recommendation of the association's tv code review board (BROADCASTING, June 19).

Through a printer's error the specified time periods were listed incorrectly in the text of code changes. The corrected table of time standards for advertising for individual sponsors in non-prime time follows:

| Length of pgm. (in minutes) | 5:00 | 10:00 | 15:00 | 30:00 | 45:00 | 60:00 |
|---|---|---|---|---|---|---|
| Non-prime time | 1:15 | 2:10 | 3:00 | 4:15 | 5:45 | 7:00 |

# How will 40-second breaks be priced?

## REPS URGE STATION DECISIONS; TELL ADVERTISERS OF ADVANTAGES

It would be difficult from a check of a cross-section of representative firms in New York to determine whether or not tv stations can expect to gain revenue by the networks' announced policy of expanding station breaks to 40 seconds in prime time next fall. Particularly is it difficult for these obvious reasons:

▪ Stations are far from certain as to how they will price that 40-second (or in the case of breaks between hour-long programs, 70-second) period. Because they don't know for certain how much the time will cost advertisers, it is not possible to determine the extent of revenue anticipated.

▪ Neither do stations—assuming compliance to the newly adopted NAB Tv Code policy of not permitting triple spotting—have the opportunity to pile up profits by squeezing in additional numbers of commercials within the break.

There would appear to be action, however, of station reps taking the lead in prodding stations to adopt new rate structures as needed, and, as in the case of Blair-Tv which held a briefing for newsmen in New York last week, spreading the word to advertisers as to how they might gain through expanded station breaks.

Blair-Tv is recommending that its stations institute a price policy whereby 10-second announcements will cost 50 percent of 20-second, and 30- and 40-seconds cost 150 percent and 200 percent respectively of the chainbreaks.

Blair-Tv held a news conference in New York last week to disclose the results of cost analyses of the extended time periods made by its research department. Edward F. Shurick, executive vice president, reported the company's research indicates advertisers using 20-second announcements in prime time probably will reach, on the average, "at least 10% more homes per dollar than in the previous years."

**Homes Gained** ▪ The increase in homes reached was explained by Blair-Tv this way: Currently there are 42 chainbreak 20's that can be accommodated on a station in a single week, but next fall an average of about 65 such announcements will become available each week. Since approximately two-thirds of 20-seconds have been of the non-pre-emptible type, there are currently about 28 such adjacencies sold. For next season, because of the expanded time breaks, the same number of advertisers can be fitted into 18 adjacencies and according to Blair-Tv, will be able to place their spots next to more highly-rated programs for an average increase of at least 10 percent more homes per dollar.

Mr. Shurick also expressed the belief the additional spots opened up by the network's new station-break policy will accelerate the trend toward "section 1" and "section 2" rate cards. He noted the Blair firm had proposed two rate cards for several years and said that about 100 stations have adopted its practice. (Section 1 rates are non-pre-emtible and flat; section 2 rates are lower but such spots can be pre-empted on two weeks notice by advertisers ordering them at section 1 rates.)

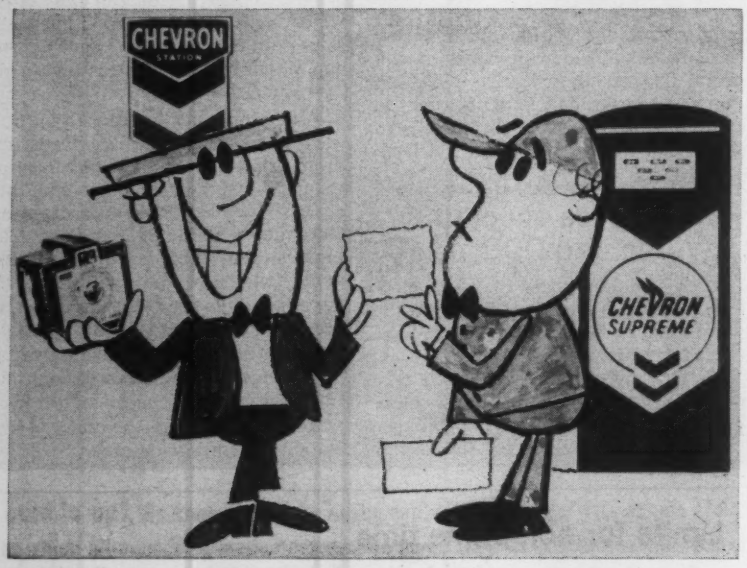
Mr. Shurick endorsed the extended time periods, pointing out that although tv circulation has risen, rates have gone down because of special plans engendered by "intense competition." He believes the new breaks will provide increased advertising flexibility, making possible new spot lengths—the 30's, the 40's, and even 60's at some station break points.

**Bolling Urges Policy** ▪ The Bolling Co., according to G. William Bolling, assistant to the president, has been counselling with stations, major advertisers and agencies, all of which are trying to arrive at some pricing policy.

"Many stations now price prime 20's at 80 percent of the minute rate but it gets thick when we consider running two 20's in a break and have 40-seconds cost 60 percent more than a minute. The solution apparently lies in special rate categories for 10, 20, 30 or 40-seconds in the extended break," Mr. Bolling said, adding: "Those advertisers overly concerned with the dilution of viewer impact due to more units in the extended period may well have to change their commercial approach or use longer spots to insure an effective selling job.

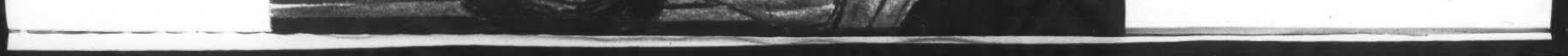
"We are now advising our stations in a special study of the situation."

Thomas J. White Jr., vice president, tv sales, Avery-Knodel, said his firm is advising stations informally on pricing but not on scheduling new station break time. "It depends largely on the type of service the advertiser wants." Personally he thinks there will be an interest in 30's but not in 40's. For the




### Chevron's 'Hy Finn' buys a camera

The California Oil Co.'s cartoon spokesman, "Hy Finn," accepts a camera from a gas station operator selling the company's Chevron gasoline in a sequence from an animated commercial being shown on 57 stations in the East this summer. The campaign, which utilizes one-minute, 20-second and ID commercials, began last week. It hopes to win new customers for Chevron through the offer of a $4.25 Kodak Brownie Bullet for $2.25, plus a free coupon available at all Chevron gasoline stations. The agency is BBDO, New York.



# Merchandising Break-through!

Until now...media merchandising has stopped **here**...

## Announcing **In-Home Merchandising** now available to **WIP** advertisers in addition to traditional in-store activities.

Only **WIP** carries your product physically into the home—in fact into 100 different homes every week. **WIP's** traveling hostess, Winnie Peters, distributes samples and coupons, surveys homemakers, demonstrates products and conducts **WIP's** exciting "Pick Products" promotion. Many marketers pay thousands of dollars for these merchandising activities, but they're free to qualifying **WIP** advertisers. Get the details from your Petry man or from **WIP, Philadelphia**

A Metropolitan Broadcasting Station, **Harvey L. Glascock**, V. P. & General Manager, Represented by **Petry**

## ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 15-21 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Thurs., June 15 | **The Untouchables** (9:30 p.m.) | ABC-TV | 32.8 |
| Fri., June 16 | **The Flintstones** (8:30 p.m.) | ABC-TV | 20.0 |
| Sat., June 17 | **Gunsmoke** (10 p.m.) | CBS-TV | 21.0 |
| Sun., June 18 | **Candid Camera** (10 p.m.) | CBS-TV | 26.1 |
| Mon., June 19 | ***Danny Thomas Show** (9 p.m.) | CBS-TV | 18.7 |
| Tue., June 20 | **Garry Moore** (10 p.m.) | CBS-TV | 21.2 |
| Wed., June 21 | **Naked City** (10 p.m.) | ABC-TV | 23.8 |

*Due to technical difficulties no ratings available for 9:30-10:30 p.m. periods.

**Copyright 1961 American Research Bureau**

latter "the price is too high," he says.

**Each Station Different** ▪ John F. Dickinson, vice president in charge of business development, Harrington, Righter & Parsons said his firm has mostly made general recommendations, in memo form, to its stations on how they should price the newly extended station break time. However, he said, "the pricing of each station is different and thus there is no uniformity of ideas." He emphasized Harrington, Righter & Parsons is "advising" and not laying down "blanket policy." "What we are trying to do is suit each station's supply to its demand."

He feels there will be few 40-second spots scheduled, and that stations will "gravitate to back-to-back 20's in the better time periods and 30's and 10's in the lesser times."

Mr. Dickinson says he "thinks very strongly" about the station-break problem and wants to be sure also that "the advertiser is protected."

The Katz Agency has submitted this explanation to tv stations for their consideration and possible inclusion in rate cards: "30-40 second announcements—in positions that cannot accommodate full-minute announcements, the rate for a 40-second announcement is twice the 20-second rate; for a 30-second announcement the sum of the 20-second and 10-second announcement rates.

"In other positions 30-40 second announcements take the minute rate. 30-second and 40-second announcements count as single announcements for frequency and times-per-week."

**Just a Suggestion** ▪ But, Katz reminded, this is merely a suggestion and subject to many changes or interpretations. It is this rep also who is asking stations to honor ID commitments held by advertisers (BROADCASTING, June 19).

A CBS-owned-stations general policy statement covering 42-second station breaks, disclosed last week, follows in part: "The CBS-owned tv stations will decide their own individual sales policies governing the sale and pricing of the 42-second break, which in general, and subject to a few possible exceptions, will be along the following lines.

"Commercial announcements will be available in lengths of 10, 20, 30, and 40-seconds. The 10-second announcements between programs will be a full 10 seconds instead of the shared 10 seconds as in the past. An exception will be those which are on the 30-second breaks within network multi-sponsored programs and those at 7:30 p.m. Mon.-Fri.

**Only Two Commercials** ▪ "The stations will schedule a maximum of two commercial announcements in each break. If there is time remaining on the break . . . it will be used for informational services such as news, weather, time and temperature reports.

"Where there are two 20-second announcements within the break, they will be alternated in first and second position each week.

"Where there is a 30-second and a 10-second announcement within the break, the 30-second announcement shall precede the 10-second announcement.

"The 2-second station identification shall be at the end of each break to provide a pad for the upcoming network program.

"As in the past, all rates would be based upon the 20-second length as follows:

20-seconds—100 percent in firm positions,

10-second—50 percent in firm positions,

30-second—150 percent in firm positions,

40-seconds—200 percent in firm positions.

"Some of the stations will have certain availabilities at preemptible discounts.

"On the station breaks between programs, 20-second announcements will have preemptible rights over 10-second announcements. Current users of 10-second shared announcements will be given first refusal on those new 20-second availabilities in the station breaks where their 10-second copy is currently scheduled.

"30-second and 40-second announcements will not have preemptive rights over 20-second announcements in firm positions."

**No Price Increases** ▪ Martin Nierman, executive vice president, Edward Petry & Co., reported his firm is recommending to its stations that no price increases be instituted for 10- and 20-second spots, but that slight increases be put into effect for 30-, 40- and 60-second announcements in prime time. Mr. Nierman also believes the rates for 40- and 60-seconds be the same. He feels the doubling of a 20-second rate to arrive a 40-second rate cannot be justified to top advertisers.

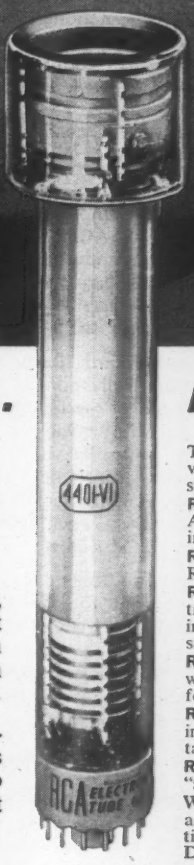
Mr. Nierman said he envisions "no dramatic changes" in the methods of using spot tv. He believes there will be many opportunities for the advertisers who desire ID's or 20 seconds or 30 seconds.

Weed Television Corp., has submitted, in questionnaire form, three sample rate formulas for consideration by its stations. The suggested rate structures, compiled by Ed Metcalfe, vice president and general manager, and Marvin D. Melnikoff, director of marketing and research, are based on talks with Weed clients, stations represented by other firms, other representatives and station groups.

**Formulas** ▪ The suggested pricing formulas cover both the 30- and 40-second spot. The questionaire points up the variance in individual station rate structures and the difficulty of establishing pricing recommendations because of it.

Each of the three formulas include two recommendations—one for the 30-second rate and one for the 40. The first suggestion is a 30-second rate at one and a half times the 20-second, and a 40-second price at twice the 20; the second schedule involves a 30-second rate at 125 percent of the 20, and a 40-second spot at 175 percent of the 20; the third and final price schedule suggests the 30-second announcement be equal to the 60-second rate plus the 20, divided by 2, and a 40-second spot priced the same as the 60.

The questionnaire points out that under plans 1 and 2, the 30- and 40-second rate may be higher than the current 1-minute price, and an adjustment for the 1-minute "may be in order." It also notes the advantage to set the same rate for the 40-second and 1-minute spots (Plan 3) since there




## THE LIGHTS WENT OUT...

### Thanks to the super-sensitivity of the RCA-4401-V1 Image Orthicon

One night last season at New York's Yonkers Raceway, halfway through a race, an entire bank of lights went out near the finish line. Yet with only a quick camera adjustment, TV pick-up of the rest of the race came in sharp and clear with the RCA-4401-V1 image orthicon.

So sensitive is the 4401-V1 that it produces an excellent picture of a difficult low-key subject (horses against a dark track) with an incident light level of no more than 20 footcandles on the track itself. And it could easily operate at half that amount of light!

## BUT NOT THE PICTURE

The 4401-V1—expressly designed for remote B&W pickup at very low light levels—is but one of the broad RCA family of specialized image orthicons. Others include:

**RCA-4401:** For low-light level colorcasting—studio or outdoor. Available in matched sets of three for maximum performance in color cameras.

**RCA-7513:** Featuring special precision construction and new RCA field-mesh design for high quality color or B&W TV.

**RCA-7293-A:** A field mesh image orthicon having an image section designed to prevent highlight ghosts. Field mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

**RCA-7295-A:** A 4½ inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

**RCA-7389-A:** A superior-quality field-mesh design 4½ inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

**RCA-5820-A:** For studio and outdoor pickup in B&W. The "standard" of broadcasting.

Whatever your station's requirements or special problems, there's an RCA image orthicon designed to meet them. For information on specific types, see your local RCA Industrial Tube Distributor.

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

will be fewer opportunities for 1-minute availabilities in the fall.

The questionnaire adds that if none of the suggested plans are acceptable to the stations, they insert the rates they plan to establish for these announcements. Aside from rate structure information, Weed asks its stations to report the number of commercials they will schedule in each break, whether they'll offer announcements on first- or second-position basis, and whether an order for a longer commercial will preempt an order of shorter length.

## Big network tv campaign set for motion picture

Beginning this week Twentieth Century-Fox will spend $250,000 in a three-week tv campaign to promote "Voyage to the Bottom of the Sea," its latest big-budget movie. It is said to be one of the biggest single buys of network tv time in film history. The plans for the promotion were announced at an exhibitors, meeting in Philadelphia last week by Irwin Allen, producer of the film.

Mr. Allen said that the $250,000 is only part of a "$1 million expoitation kit" that includes print ads, equipment displays, and record tie-ins. The film has already premiered in Philadelphia and is set to open in New York next month.

## Business briefly...

**Kemper Insurance Co.,** Chicago, through Clinton Frank Inc., that city, signed for one-quarter sponsorship of *All Star Golf,* weekly hour program that switches this fall from ABC-TV to NBC-TV and starts Oct. 14, (5-6 p.m., Sat.) in full color. The five-year-old show is packaged by Henry Saperstein's Glenn Films. Reynolds Metals earlier renewed half-sponsorship through Lennen & Newell, N. Y.

**Lanolin Plus Inc.,** Newark, N. J., has instituted a major network and spot tv campaign for its new Color Plus nail-strengthening enamel. The eight-week network schedule which begins July 8, includes participations in *Michael Shayne* (NBC-TV), and *Asphalt Jungle, Roaring Twenties, Cheyenne* and *Guestward Ho* (all ABC-TV). Reinforcing the network effort will be spot tv saturation in 100 to 125 markets in eight-week flights, using early and late evening minutes. Agency: Daniel & Charles Inc., N.Y.

**Peter Paul Inc.,** Naugatuck, Conn., has bought into four ABC-TV nighttime shows, beginning in the fall, to add to ABC-TV daytime show schedule and in what is reported to be the heaviest network tv campaign ever conducted by the candy company. Peter Paul, which will use ABC-TV exclusively next season, will sponsor *Ozzie & Harriet, Maverick, The Roaring 20's* and *Leave It To Beaver.* Agency: Dancer-Fitzgerald-Sample Inc., N.Y.

**Studebaker-Packard Corp.** and **Dow Chemical Co.** will sponsor *Mr. Ed,* a situation comedy series debuting on CBS-TV next fall (Sun., 6:30-7 p.m. EDT). The series has been previously placed under Studebaker sponsorship, on a spot basis. Agencies: D'Arcy Adv., N.Y. (Studebaker), and Norman, Craig & Kummel, N.Y. (Dow).

**Carling Brewing Co.** and **R. J. Reynolds Co.** have bought the *College All-Star Football Game* on ABC-TV (Fri., Aug. 4, 10 p.m. EDT). Agencies: Lang, Fisher & Strashower, Cleveland, for Carling, and William Esty Co., New York, for Reynolds.

## Agency appointments...

- Jeffrey Martin Labs, Newark, N. J., appoints Smith/Greenland Co. for its Mr. Sleep Tablets and other products.
- The Seth Thomas Div., General Time Corp., N. Y., appoints Hicks & Greist, that city, as agency to handle advertising and public relations.
- Bub Products Inc., Jenkintown, Pa., appoints J. M. Korn & Son, Philadelphia, to handle advertising, marketing, and merchandising for its Bub Bubble Soap.
- Mead Johnson of Canada Ltd. appoints Kenyon & Eckhardt Ltd., Toronto, as agency for Metrecal in Canada.

## Smith-Corona Marchant seeks new ad agency

Smith-Corona Marchant Inc. is "reviewing the general advertising field" for a new agency after pulling its approximately $1.5 account from Cunningham & Walsh on June 15. C&W handled the account for the past 26 years.

In a tersely worded joint announcement, Smith-Corona and C&W said they "mutually agreed to sever relations due to differences in marketing planning." In 1960 only about $350,000 of the office products manufacturer's advertising billings went into broadcasting, but a 1961 first-quarter spring promotion on NBC-TV's *Today* show and in radio spot indicates increased broadcast billings this year. It's believed Smith-Corona will invite about six agencies to make presentations for the account.

# ADVERTISING'S RESPONSIBILITIES

### They'll be spotlighted at convention of western ad group

Advertising's responsibilities in the world of today—its responsibility to American business, to American government, to the American consumer and, not leastly, to advertising itself—form the theme of the 58th annual convention of the Advertising Assn. of the West, which opens today (June 26) at the Olympic Hotel in Seattle, Wash.

Roy Larsen, chairman of the executive committee of Time Inc., makes the keynote address this morning. His subject: "Advertising's Responsibility in Today's Era." And this afternoon, Don Frost, advertising manager of Bristol Myers Co., follows up with a speech on "What Adverising Is Doing About Its Responsibilities."

Tuesday morning, Don Belding, founder-partner and former West Coast head of Foote, Cone & Belding, will keynote a session on "What Should Advertising Expect from the Campus—and Vice-Versa?" with an address on "The New Need for Understanding." Don Warner of the U. of Washington and Billy I. Ross, national dean, American Academy of Advertising, U. of Houston, will also address this session on the mutual responsibilities of education and advertising.

On Wednesday, Emerson Foote, president, McCann-Erickson Adv., and George Head, manager of advertising and sales promotion, National Cash Register Co., will speak at a session on "Advertising's Responsibility to Itself." And that day's luncheon speaker, FCC Commissioner Frederick Ford, will answer the question: "What Can Advertising Expect of Government Today?"

Wednesday afternoon, final business session of the three-day convention, will be based on the theme, "Creativity in Advertising." John Cunningham, board chairman, Cunningham & Walsh, will speak and the "Best in the West" advertising awards in the AAW annual all-western advertising competitions will be presented by Walter Terry, Johnson & Lewis.

Edward E. Carlson, president, Western Hotels, will speak at Tuesday's luncheon. The convention will also allow time for "huddle groups" on education, legislation, advertising improvement, club programs, club finance and speaking-of-America. Don Ostensoe, AAW president for the past year, will preside at the convention, at the president's dinner and ball on Wednesday and at the meeting of the old and new AAW board members Thursday morning.

"We bought Seven Arts Volume II because

# Warner's Films of the 50's OBLITERATED COMPETITION

## says Syd Grayson, President KSYD-TV, Wichita Falls, Texas

"These are the finest audience-gathering films ever put out. They were made for family appeal.

"We have done very, very well with Volume 1. In fact, so well that some nights the competition has had no audience at all!

Syd Grayson

"And our advertisers are ecstatic over these feature films. One, a long-time TV advertiser, selling Cadillacs, paid more to sponsor 'Springfield Rifle' than he'd ever paid before. But he told me he'd never in his life seen anything like the results he got...not just response, but sales results!

"So, of course, we've bought Volume 2. We've got to stay beyond all competition and we know they simply cannot buy any package to beat these Warner 'Films of the 50's'."

**Warner's Films of the 50's...**
**Money makers of the 60's**

**ARB—MARCH 1961**

| FRIDAY NIGHT 10:30-12:00 | Rating | Share |
|---|---|---|
| KSYD-TV | 16.8 | 71.5% |
| Station A | 4.7 | 20.0% |
| Station B | 2.0 | 8.5% |
| **SATURDAY NIGHT 10:45-12:15** | | |
| KSYD-TV | 18.4 | 76.6% |
| Station A | 5.6 | 23.4% |
| Station B | less than .005 | — |
| **SUNDAY NIGHT 10:30-12:00** | | |
| KSYD-TV | 12.5 | 80.6% |
| Station A | 3.0 | 19.4% |
| Station B | less than .005 | — |

**SEVEN ARTS ASSOCIATED CORP.**

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

# The curse of sterotyped marketing

## URGENCY FOR NEW TECHNIQUES DISCUSSED AT AMA CONFERENCE

The need for fresh thinking in creating new products, marketing, advertising and selling was repeatedly emphasized last week at the American Marketing Assn.'s 44th conference.

The gamut of the three-day session in Los Angeles ranged from the international problem of overseas competition and how to best solve it, to the domestic topics such as proper techniques for advertising to the U.S. farmer. Nearly 1,000 delegates attended the conference.

Chris J. Witting, vice president for the consumer products group of Westinghouse Electric Corp., told the marketing executives that to market effectively the goods American industry is expected to produce in the years ahead they will have to break with the traditional way of doing things. As Monday's keynote speaker to the official conference theme—Effective Marketing Coordination—Mr. Witting began by declaring that "yesterday's effective marketing is as out of date as yesterday's gas jet—and so are yesterday's effective marketers."

Reminding that West Germany, Japan, Italy, England and other free countries, "wastelands 15 years ago," are now "economic competitors, not only in their own homes, but in ours," Mr. Witting drove home his moral: "If we don't learn how to market hard goods competitively in the world market, we will ultimately lose our own markets at home."

Mr. Witting pointed out that "not so long ago, our industrial technology and complementary inventive genius allowed *us* to set the prices of our products abroad. Today . . . West Germany and Japan, with 87% of their machinery postwar while 80% of that in the U.S. is pre-1946, can "out-produce us at lower costs per unit, even without considering the disparity in labor rates."

**Much to Sell** ▪ With an $800 billion economy predicted for 1970, we can anticipate a logjam in new products, Bell & Howell President Peter G. Peterson told the AMA Tuesday luncheon session. And, he said, there's another prediction that 1970 "will find us with as much as $25 billion worth of advertising [which] the consumer will be expected to assimilate . . . with the same single pair of ears and eyes that he now has. With this volume of advertising, the greatest threat for a product could easily be not being heard at all."

Part of the answer, Mr. Peterson suggested, can come from "fresh thinking on how to sell selective or segmented markets [for] as the total market grows bigger, it obviously becomes economically feasible to tailor products and selling strategies to very small and as yet unsatisfied segments of the market. . . ."

"With the communication logjam that we can easily see developing in the 60's, the advertising area is one where segmented selling will probably be peculiarly appropriate. More than ever in the 60's one of the tragic errors will be to confuse *exposure* with *impact*."

Citing Bell & Howell's experience, Mr. Peterson said: "We decided a few years ago that it was a mistake with our limited budget to attempt to outentertain or out-reach a competitor with much larger advertising resources. Rather, we decided to put all of our budget into controversial public-service shows. We hoped that by making a deep impact on one segment of our market our sales would be higher than if we were to 'reach' a much larger segment of the market. Apparently it has worked out that way, since our share of market is at an all-time high."

**A Free Hand Needed** ▪ Marketing has an increasingly important role to play in maintaining our American way of life, James Cook, vice president for public relations at AT&T, told the AMA Wednesday luncheon session.

"We're living in an era in which some have concluded that to a large degree the American people really aren't too sure what's good for them," he said. "In other words, more bluntly, they say Americans are no longer competent to make their own decisions in a free market.

"Therefore, they say, it is the duty of the central government to play an ever-increasing role in supervising the distribution of goods and services. They advocate continued competition—but not too much. 'Reasonable competition' is what they call it, whatever that means. . . .

"What this means," Mr. Cook concluded, "is that marketing, in addition to overcoming its internal problems, must constantly demonstrate to the nation and the world at large that it plays a vital role in our free society and, indeed, that a free market is one of the principal elements of that society."

**Government vs. Business** ▪ Government and business, represented respectively by Federal Trade Commissioner Philip Elman and Charles R. Sligh Jr., executive vice president of the National Assn. of Manufacturers, on Tuesday afternoon battled out oratorically the amount of regulation business should have and can stand As expected, there was little agreement between the two.

Mr. Elman, citing the necessity for the "rule of law" in all phases of our national life, stated that "for the foreseeable future, at least, big government, like big business and big labor, is a fact of modern life. Government regulation in the public interest," he stated, "will not disappear from this land no matter how often it is decried as 'socialism.'"

Mr. Sligh, definitely one of those who

AMA President William O'Dell (center), Bill McMillen, news director of KRLA Pasadena-Los Angeles. The digests were presented before each of the three luncheon sessions. of Facts Inc., and keynote speaker Chris J. Witting, of Westinghouse Electric Corp., listen to a news report from

**HELP WANTED!** Today, as never before, industry's need for college-trained personnel desperately affects the nation's future. Yet by 1970 one out of three qualified students applying to Illinois state universities may be rejected. Reason: facilities inadequate to the demands of a soaring population. Despite this a College Bond referendum was twice defeated at the polls. As it approached its third vote, WBBM-TV saw that help was needed to jolt voters out of their apathy and pre-empted prime time to do it. The resulting documentary-editorial, "The Crisis in Education," was *local* television at its best: alert ... urgent ... *effective*. This time, the bond issue passed!

People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Chicago's number one station in 72 consecutive Nielsen reports. **WBBM-TV**

TELEVISION 2, CHICAGO • CBS OWNED

— HELP WANTED—MEN —
— PROFESSIONS AND TRADES —

CHEMISTS

Chicago Interviews

## CHEMISTS CHEMICAL ENGINEERS

Leading opportunities in the field of

FUEL CELL LABORATORY RESEARCH

Advance Product Design

Immediate openings for BS-MS-PhDs with experience in—

RESEARCH — electrochemistry, electrolyte and catalyst development, mechanism phenomenological investigations.

DESIGN—Materials compatibility and fabrication techniques, heat and mass transfer studies, life and reliability investigations, and preliminary systems de-

— HELP WANTED—MEN —
— PROFESSIONS AND TRADES —

ENGINEERS—

## PRATT & WHITNEY AIRCRAFT

INTERVIEWS IN CHICAGO FOR ENGINEERING CAREERS IN CONNECTICUT OR FLA.

Pratt & Whitney is expanding operations at its EAST HARTFORD, CONNECTICUT FACILITY and FLORIDA RESEARCH AND DEVELOPMENT CENTER in advanced research and development projects and long-range product planning. Current programs include: the IR115—liquid hydrogen rocket engine for Centaur and Saturn and the J58—Mach 3 turbojet engine. Advanced Research and Development programs are exploring the fringe areas of technical knowledge in magnetohydrodynamics, thermionic and thermo-electric conversion, hypersonic propulsion, fuel cells and nuclear power for military, space and industrial applications. Openings exist at all levels of experience for engineers and scientists who want to work as part of a team dedicated to maintaining Pratt & Whitney's position of leadership in the future.

ADVANCED PROJECTS AND APPLIED RESEARCH GROUPS

For new research and development projects and long-range product planning in the fields of propulsion and power systems and their applications.

- Aero Thermo Engineers — for performance and optimization studies of all types of advanced power plant and vehicle systems including air and space craft.

— HELP WANTED—MEN —
—PROFESSIONS AND TRADES—

ENGINEERS—

## Senior Systems Programmers

IMMEDIATE OPENINGS

in development of programming systems for military and commercial applications of Stored Logic computers.

At R-W, computer programmers participate in fundamental system design decisions, from the earliest phase of new products conception to the development of complete software packages for customer applications.

R-W's long-range plans for developing advanced commercial and military computers, Man-machine communication devices, and associated equipment have created select openings for experienced professionals who are capable of devising novel programming solutions to bridge the gap between machine language and natural human language.

— HELP WANTED—MEN —
— PROFESSIONS AND TRADES —

ENGINEERS

Chicago Interviews

## MARKET Development Engineers (Sr.)

Immediate openings for engineers interested in considering SENIOR positions in the development of markets for aircraft accessory power equipment. Duties will include analysis of present and future markets for air turbine drives, starters, hydraulic drives, auxiliary power units, fuel pumps, etc., development of sales techniques, and providing leadership for proposals and integration of technical and administrative efforts in securing and building new business.

Salary—to $15,000 Year

Positions require a technical degree and related product design and sales experience plus ability to integrate organizational efforts. Familiarity with governmental and airframe procurement procedures and with contract administration is essential.

For interview phone

— HELP WANTED—M
— PROFESSIONS AND TR

## ENGINEE

Recent Gradu

## Chemica

## Mechanic

or

## Civil Engineer

With good scholastic and orientation toward operations and design needed for refinery engi with major oil company.

Age to 28. Long range outlets are exceptionally tive.

Replies treated in confide

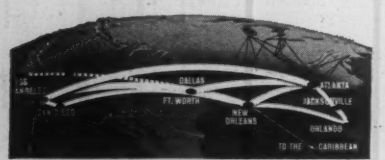
Write MCA 276

ENGINEERS

# DELTA

## announces a New Southern Transcontinental Jet Route linking California with the Southeast

Now 6 Jet flights daily between Los Angeles and Atlanta! Non-stop service in slightly more than 4 hours . . . other jet service links Los Angeles and Atlanta by way of Dallas / Ft. Worth and New Orleans. Plus new thruplane DC-7 service linking San Diego with Jacksonville and Orlando, via Dallas / Ft. Worth and New Orleans. Effective July 1, Delta service to Las Vegas.




Delta's new routes to the West Coast

DELTA

*A New Southern Transcontinental Airline*


find the FTC administered laws "burdensome and difficult to live with" stated that it is an insult to the American consumer, "the most sophisticated, discriminating, value-conscious buyer anywhere in the world today, . . . to say that he needs a government guardian to stand over his shoulder when he shops to make his choice for him." But, he declared, it's not the consumer who asks government protection, it's the businessman.

"The independent dealer sees an opportunity to create a small monopoly for himself and asks his congressman to pass a law that no manufacturer may open up his own store selling his own products. The consumer never would have thought of that. . . .

"It is time that we, in the business community, made a choice," Mr. Sligh stated. "Do we want the frail shelter of government protection or are we willing to compete in the marketplace against each other for the favor of the consumer?

The question of how best to prepare an advertising budget was discussed Tuesday morning by three experts who agreed that the task is made difficult largely because there are so many influences on sales and profits other than advertising. Albert W. Frey, Frey & Hummel, AMA president-elect, defined the ideal approach as one which "calls for adding dollar after dollar to the appropriation until the point is reached where the last dollar produced no increase in profit." But, he added, "This assumes that the sales effectiveness of any given expenditure is known and that relevant costs are applied. A few advertisers do claim to have this information to a remarkable degree but they are very much the exception."

**Buyers' Needs** ▪ A. C. Nielsen Jr., president, A. C. Nielsen Co., stated that the opportunity for profit in marketing today lies where it has always been: in a thorough knowledge of potential buyers' needs—in creating a product which achieves the proper balance between quality and price.

To achieve the greatest assurance of profits, he proposed a program including: "an effective marketing intelligence system which keeps management constantly in touch with consumer demand; a carefully administered program of controlled experimentation in which two or more plans are evaluated for their relative contribution to volume, sales share and ultimate profit; with the most effective program decided upon, a continuing series of controlled experiments to determine the optimum level of marketing expenditure, and a continuous study and analysis of the various components which make up the marketing program."

**McCormick's Radio Formula** ▪ The American farmer is no longer the operator of a small "family farm," E. H. Hodgson, president, Aubrey, Finlay, Marley & Hodgson, told a session on agricultural marketing. "He's quite a man, one that you neither treat lightly nor talk rubbish to," he said.

In advertising to the American farmer, the Chicago agency head stated, be forthright, specific, informative, local in the copy approach and, "by all means, be current in your message." He cited this example of current copy at its best:

"For a number of years, we have carried a year-around schedule of radio for a number of clients. This is not a spot program. We buy market, weather, news, or farm service programs ranging from five minutes to a half-hour in length, and from three to five days a week. On these programs, we feature local radio farm directors. The personality and the program are usually well-established before we buy in any given market. The commercials are just a part of ths marketing punch.

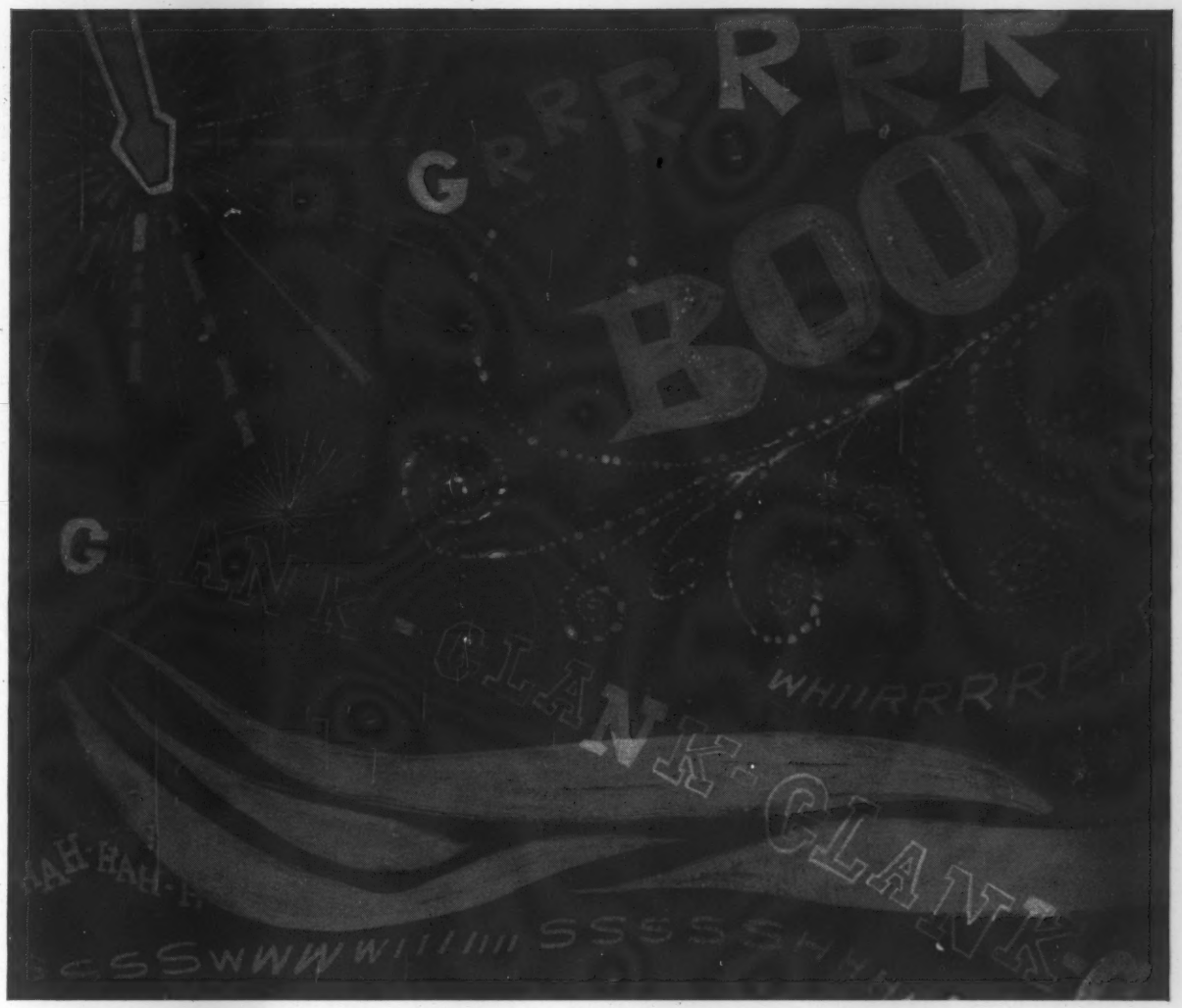
"These radio farm directors are contact men in the field. If unusual weather conditions affect the pattern of, say, hay machine sales in the Nashville area, Old John McDonald of WSM in Nashville is on the telephone right now, telling us what's happening and what we should say in our copy to solve the immediate problems of the farmers in his listening area. And, believe me, when Old John, like his 150 counterparts across the country, tells his listeners that the way to get that wet hay handled fast is to use the big capacity of a McCormick baler, they listen and act, this is the local message put to its most effective use."

**Motivations of Buyers** ▪ Opening a session on research in consumer motivation, Dr. Ernest Dichter, president, Institute for Motivational Research, cited need for practical translation of research on human behavior into action.

"It is this which I call the operational use of motivational research," he said. "It is this which really matters to the advertiser. He is not interested in knowing *per se* that cigarette smoking is an oral satisfaction or that people drive powerful cars to compensate for their insecurity. What he needs to know is how to use such an appeal and how to talk about it in his advertising and merchandising approach."

Dr. Dichter warned that human motivations don't always stand still. "In the automobile field," he said, "knowing that cars are status symbols seems like a fairly permanent knowledge . . . (but) it is not quite true any longer. Over the last few years the status rule of cars has been taken over by swimming pools and then has changed again to trips abroad.

A problem of operational use of MR is how far "one can and should go in




# dayton sounds like this!

The staccato tattoo of air hammers bent on destruction. Busy bulldozers grunting and growling, changing the city's face. The clank of heavy steel beams, skeletal frameworks of buildings to come. Overhead, the window-rattling roar of low-flying SAC bombers from nearby Wright-Patterson Air Force Base and commercial jets homing-in on the new Dayton airport. The whirring crescendo of a growing industrial community. A chorus of cash registers jingling merrily. Children laughing. Men at work. Women wheeling groceries and golf carts —or baby carriages! People doing things!

*These are the sounds of Dayton—sounds of things happening.*

Keeping pace with the goings-on in this vigorous, button-popping community is the new sound of WHIO-TV—ever watchful of the changing information, education, and entertainment needs of this, Ohio's 3rd (and the nation's 34th) market.

Why not sound out George P. Hollingbery for additional data on WHIO-TV, WHIO-AM, and WHIO-FM?

*Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina*

WHIO-TV CBS Channel 7 Dayton Ohio

covering up a true motivation," Dr. Dichter noted. "Although most women use Jello because it is a lazy dessert, does not necessitate much preparation and cannot easily be ruined, it would obviously be unwise to address oneself to all lazy women. Instead, the commercials talked about *busy* women who had no time to prepare a complex dessert."

Dr. Morris J. Gottlieb, Arthur D. Little Inc., commented that the "important advances in marketing will not be so much in learning more about consumer motivations as in learning how to apply this kind of knowledge usefully to marketing management decisions."

Dr. Joseph Weitz, New York U., noting that motivation research is aimed at finding out motives for buying or not buying certain products, asked if the findings bear any resemblance to reality and commented: "The validity of certain psychological methods is highly suspect . . . Don't accept a technique," he warned, "just because it is more psychologically sophisticated."

Consumer research techniques originated years ago in academic laboratory experiments, Dr. Peter Rossi, U. of Chicago, said. He urged that commercial market researchers put back some money into the colleges and universities to enable them to go on developing new techniques for them to use.

Other sessions of the 44th AMA conference dealt with public utility marketing, pharmaceutical marketing, marketing for finance and banking, forecasting techniques, attitude research, operations research and computers, management problems, new government data and its applications, marketing aspects of packaging, long range planning, marketing to the defense department, adjusting to changing conditions, meeting global competition and coordinating marketing research within the marketing function. The conference program also included several marketing management game sessions, utilizing the electronic computing machines at local universities.

## SEC stops sales of Hazel Bishop stock

Hazel Bishop, New York cosmetic merchandising and distributing company, once a leading tv-spot advertiser, received no quarter from the Securities and Exchange Commission last week.

The SEC issued a stop order which renders illegal sale of any of 1,274,823 shares (about 60% of total outstanding) that the company sought to register in June 1960. Among grounds for the SEC action were charges that much of the stock was illegally sold, that the registration statement was false and misleading and that amendments offered by the company did not clear up the difficulties (BROADCASTING, Oct. 31, 1960).

The company agreed portions of its original registration statement were faulty when the SEC leveled charges in October 1960. The case was presented by stipulation—agreements by lawyers representing both parties—and in essence HB threw itself upon the mercy of the commission. In March 1961 it offered amendments to the statement designed to rectify the errors. But the decision written by Commissioner Byron D. Woodside said "the potentialities for violations of the law, witting or unwitting, on the part of those who are about to offer their stock on the basis stated are so grave that . . . they should be called to the attention of the selling stockholders, the issuer, the Exchange, the existing stockholders of Hazel Bishop and the general public."

Two of the reasons for the stop order stem from HB's television advertising. The prospectus showed a profit of $102,258 for the fiscal year ended Oct. 31, 1959. This profit, resulted in part from a failure to reflect certain adjustments, referred to only in a footnote, and in part from treating as a reduction of advertising costs the release of a claim by Television Industries Inc., totaling $1,110,619 for spot-tv time purchased by HB during 1958 and 1959. The spot time was given in a stock barter deal by Matthew M. Fox, president of Tv Industries, which specialized bartering tv films for spot time to be later resold. When the deal did not materialize, Tv Industries released HB from it in return for 150,000 shares of HB stock from Raymond Spector, who was then board chairman of HB.

The SEC ruled, as under stipulation by HB, that under proper accounting practice, only the difference between the value of the 150,000 shares and the amount of the claim could be treated as a reduction of advertising costs. On this basis HB suffered a loss of $707,996 for 1959 instead of the $102,258 profit shown.

The earnings summary for 10 months ended Aug 31, 1960 showed a net profit of $136,535 but the March amendment disclosed a loss of $354,538 for the year ended Oct. 31, 1960.

In the prospectus, HB claimed that tv was its principal advertising medium and that it spent about $30 million for network-television advertising during the past 10 years. The SEC deemed this inadequate disclosure because since 1957 there had been "a decided downward trend in expenditures for advertising" and that planned advertising expenses were at a further reduced level.

## Also in advertising...

**AAAA booklet** ▪ The fourth edition of "The Advertising Business and Its Career opportunities," has been issued by AAAA, for the use of high school and college students interested in advertising careers. The text was written by Otto Kleppner, president of The Kleppner Co., N. Y., and author of the textbook, *Advertising Procedure.*

**More information** ▪ The N. C. Rorabaugh Co. announced last week that 18 additional stations have agreed to supply information on their spot television business for publication in the quarterly Rorabaugh Report. This raises the number of cooperating stations to 368. The Rorabaugh service produces competitive advertising reports for national advertisers and their agencies and all spot tv expenditure data released by the Television Bureau of Advertising.

## Rep appointments...

▪ WEOK Poughkeepsie, N. Y.: Adam Young Inc., N. Y.

▪ WKST-TV Youngstown, Ohio: Young-TV, N. Y.

▪ WTTG (TV) Washington, D. C.: Blair Television Assoc., N. Y., as national representative, effective July 1.

▪ KULA Honolulu: Spot Time Sales Inc., N. Y., as national rep.


E PLURIBUS ULLMAN

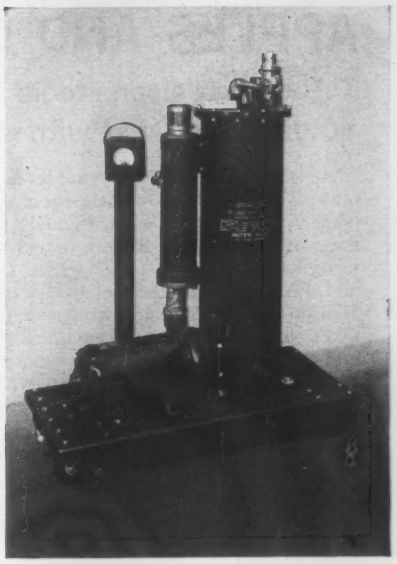
*Et tu Buster.*
That's Gene Daniels talking. Says you must hear the brand new BIG SOUND open end commercials. Use 'em as they come or we'll customize for any advertiser, from a used chariot dealer to a coliseum cleaner. Pax vobiscum sponsorius.

RICHARD H. ULLMAN, INC.
*1271 Ave. of the Americas/N.Y./PL 7-2197*
a Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York

# R-F LOADS and WATTMETERS

## For high power VHF and UHF applications

These Loads and Wattmeters are designed for convenient and accurate measuring of TV transmitter r-f power. The load properly terminates the r-f output of the transmitter and gives a measurement of the average r-f power. Easily installed—occupies little space. A choice of ratings is available for frequencies between 54 mc and 890 mc and for many power levels. Used by leading stations for many years.



### 3 KW, 54 to 216 MC

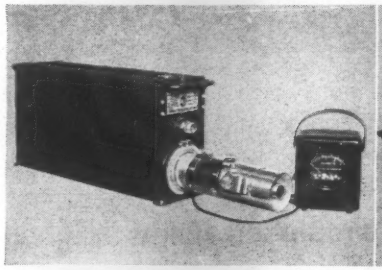
Designed for use to 5 KW of peak power. Termination type unit, supplied for operation in 54 to 216 mc frequency range. Water cooled. Designed for wall or rack mounting (not illustrated). Type MI-19024-A

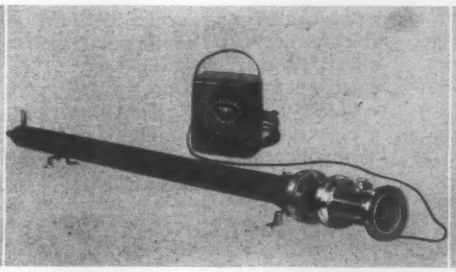
### 50 KW, 54 to 216 MC

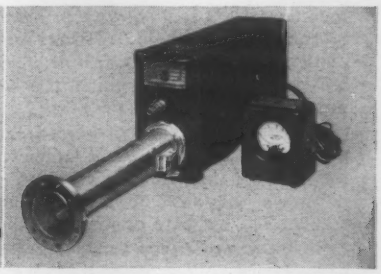
Supplied for operation in the 54 to 216 mc frequency range. Water cooled, it has an 84 KW peak power rating (not illustrated). Type MI-19191-L/H

### 25 KW, 54 to 216 MC

A water cooled termination type unit for operation in the 54 to 216 mc range. This unit has a 40 KW peak power capacity (shown above). Type MI-19193-L/H







### 1200 Watt, 54 to 216 MC

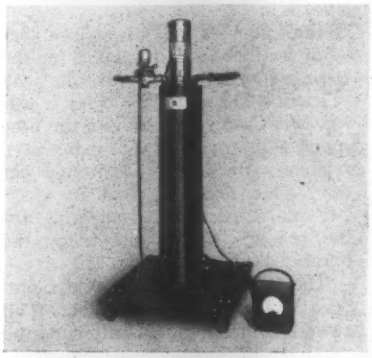
A natural air-convection-cooled portable unit. Type MI-19196-L/H. Has a peak rating of 2 KW.

### 25 KW, 470 to 890 MC

A column of tap water is used for power dissipation up to 40 KW on peaks in this termination type load. Type MI-19198-A2.

### 1200 Watt, 470 to 890 MC

The type MI-19197 is designed with a peak power rating of 2 KW. (Companion unit to the MI-19196 unit shown at extreme left.)



### 7.5 KW, 54 to 216 MC

A water-cooled, termination type unit, it has a peak rating of 10 KW. Type MI-27396.

**R-F LOADS AND WATTMETERS**

| MI Number | Ratings | Avg. Power | Usable Range | Input Imped.* | Type of Cooling |
|---|---|---|---|---|---|
| 19196-L/H | 54-216 mc. | 1200 W | 0 to 1200 W | 50/51.5 ohms | Natural Air Convector |
| 19197 | 470-890 mc. | 1200 W | 0 to 1200 W | 50 ohms | Natural Air Convector |
| 19024-A | 54-216 mc. | 3 KW | 1.0 to 5 KW | 50/51.5 ohms | Tap Water (1 GPM) |
| 27396 | 54-216 mc. | 7.5 KW | 1.0 to 7.5 KW | 50/51.5 ohms | Tap Water (4 GPM) |
| 19198-A2 | 470-890 mc. | 25 KW | 0.1 to 25 KW | 50 ohms | Tap Water (5.5 GPM) |
| 19193-L/H | 54-216 mc. | 25 KW | 0 to 25 KW | 50/51.5 ohms | Water & Pumped Coolant (10 GPM) |
| 19191-L/H | 54-216 mc. | 50 KW | 0 to 50 KW | 50/51.5 ohms | Water & Pumped Coolant (20 GPM) |

*Specify 50 or 51.5 ohms as required for 54 to 216 mc.

Special Loads can be supplied for other frequencies and power on a custom basis. For further particulars write to RCA, Broadcast and Television Equipment, Dept. WD-22, Building 15-5, Camden, New Jersey.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

# APPLES AND ORANGES

## TvB says Nielsen Media Service compares actual tv audience with magazine 'potential'

A. C. Nielsen Co.'s "apples-and-oranges" comparison of television and magazine audiences came under the fire of the Television Bureau of Advertising last week.

TvB's target is the relatively new Nielsen Media Service, which undertakes to measure and report on tv and magazine audiences in the same national panel. The purpose of NMS, according to Nielsen, is to help advertisers and agencies pick the advertising vehicle (program or magazine) or combination of vehicles or of media that best suits their specific needs.

TvB contended that in fact NMS compares the potential audience of magazine advertising with the actual audience of television advertising, and that this grossly short-changes television. Where "readership" of a magazine—the test applied by NMS—may exaggerate by four or five times the number of "readers" who actually read or even see a specific magazine ad, they contended, viewing of television commercials has been shown by research to run within 3 or 4% of the average-audience figures (also from Nielsen) for the program in which the commercials appear.

**Audience Size** ▪ Where NMS shows the size of the *advertiser's* audience in the case of television, TvB contends, it shows the size of the *publisher's* audience in the case of magazines.

TvB released a copy of a letter sent to the Nielsen organization by TvB President Norman E. Cash in April protesting that NMS is apt to undermine confidence in other Nielsen services. Mr. Cash said NMS gave the various Nielsen services a sort of "Dr. Jekyll and Mr. Hyde" relationship, and expressed fear that an attack on one might also damage the other.

"Nielsen data for television, for radio and for the food and drug fields have been a key part of our explanation to advertisers of the values of television," Mr. Cash wrote. "The reputation of the Nielsen company has been such that our presentations are seldom questioned, their objectivity accepted. Thus anything that hurts the name of Nielsen hurts us as well. When we see what's going on currently, however, we find ourselves trying to decide which is better: To have the Nielsen value reduced by our own attack or to have it reduced by what the Nielsen company is doing itself [through NMS] . . .

". . . Don't you injure confidence in all research by promoting a service that exists upon a premise that contradicts the foundation upon which broadcast research is based: the delivered audience *to the advertiser?* How can both be correct? And, if one is wrong, perhaps the other is too.

"We at TvB believe it is time this apparent division within the Nielsen company come to an end. We would dislike to see an established reputation destroyed, we would dislike to see an important advertiser aid destroyed. We at TvB will not sit quietly by and watch what may be the murder of Mr. Hyde through the suicide of Dr. Jekyll."

**'Vital' Information** ▪ TvB said that although it opposed NMS, it has found Nielsen tv information "vital" to the understanding of television and assumed that Nielsen magazine information was similarly valuable in understanding magazines—but that the two sets of information were not comparable to each other.

TvB authorities quoted some agency officials as saying they buy NMS not for its tv-magazine comparisons but as a "neutral" source of information on which to evaluate one magazine against other magazines. But TvB feared that buyers not intimately involved with audience research—for instance, top-level advertiser executives—would not be so discerning and hence would be misled by the NMS data.

TvB also protested Nielsen presentations for "this monster" which "show an advertiser what he might gain if he dropped Tv Program 'Y' and added Magazine 'Z'." Mr. Cash asked "How about the missing other side of this story? What would happen if magazine 'Z' was replaced by Tv Program 'Y'? Or Program 'Q'? And what about that third alternative that's already being Nielsen-measured, spot television? There are at least three sides to this comparison . . . your [Nielsen] people are showing only one."

Nielsen did not answer the TvB attack—except indirectly, through an announcement that 11 new subscribers have signed for NMS during the last three months and that five additional magazines will be measured in the 1961 survey.

It was recalled that when NMS was first announced, Nielsen officials specifically recognized "the so-called apples-and-oranges aspects" but also pointed out that, no matter how big the problem of comparing media, agencies and advertisers do in fact make a comparison every time they decide to invest more money in one than in another (BROADCASTING, Sept. 26, 1960).

**Not Sure-Fire Answer** ▪ Nielsen authorities also noted at the outset that while NMS was not a sure-fire answer to all problems, it represented a first step toward helping buyers reach decisions and was developed after consultation with advertisers and agencies

## TvB counters magazine circulation claims

The Television Bureau of Advertising last week drew a bead on magazine circulation claims. Object of its ire: a Magazine Advertising Bureau advertisement which claimed magazine circulations have grown faster than the population.

TvB's researchers have been quick to fire back at magazine claims made some weeks ago in what is generally considered a new anti-tv campaign (CLOSED CIRCUIT, May 22).

Last week's barrage was delivered at New Orleans by Norman E. Cash, TvB's president, who spoke at a sales clinic there. The U.S. adult population, Mr. Cash countered, has grown from 116.7 million in 1956 to 123 million in 1960, or an increase of 5.4%, while magazine circulation went from 185.7 million in 1956 to 190.4 million in 1960, only a 2.5% gain.

Mr. Cash acknowledged magazine growth through the 1940's but he said the trend in the last decade—the past five years in particular—"has been anything but a reading explosion." In the period of largest growth (1954-55) shown in the MAB advertisement, he continued, the *Reader's Digest* was audited for the first time, accounting for two-thirds of the growth, but its circulation before that time was not included in previous statistics.

The number of magazines per adult has been steady at 1.5 for the last nine years except for the peak years of 1955 and 1956 when it was 1.6, Mr. Cash reported, and the time spent with magazines remains at a relatively low level (12 minutes per day). He said also that in 1951, 247 magazines were competing for the reader's time while today the number has increased to 273.

The sales clinic in New Orleans was the last stop on this year's TvB swing. During the 18-clinic period more than 700 station executives attended. In 16 cities local advertiser sessions also were held—these attended by more than 1,500 advertisers.

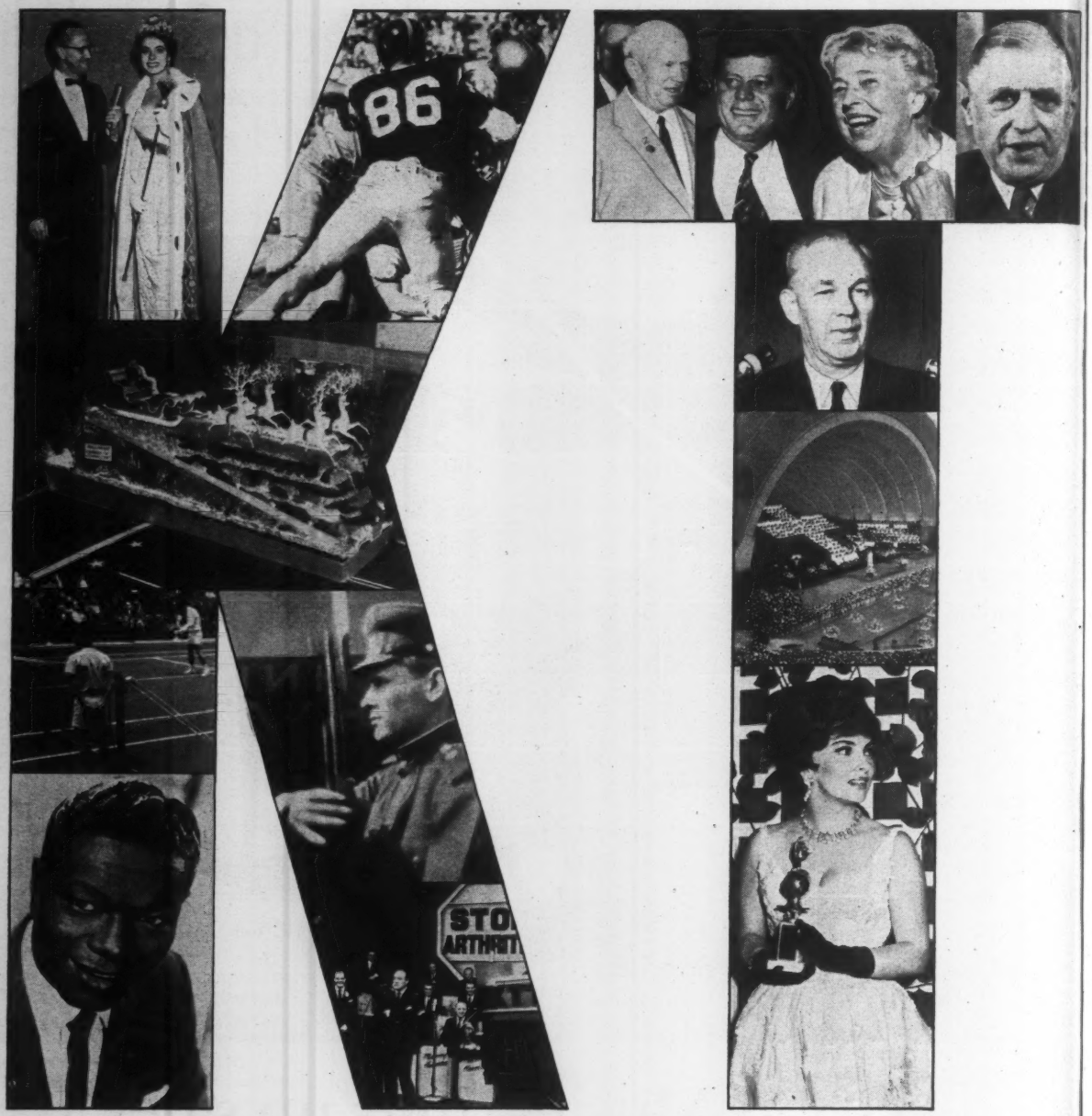
# Good Music* rings up sales in Southern California over KFAC AM and KFAC FM

*two stations for the one price

KFAC AM-FM

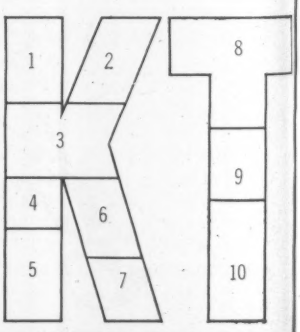
*The Music Stations for Southern California*
**24-hour simultaneous AM-FM at one low cost**
*Represented by The Bolling Company, Inc.*

PRUDENTIAL SQUARE • LOS ANGELES




# A VERY "SPECIAL" STATION IN LOS ANGELES

On this spread are twenty answers. Twenty answers to a knotty question: which station to use, in seven-channel Los Angeles? These are twenty special, extraordinary programs on KTTV in recent months. There were many more. You can't buy these programs. But you can buy what they generate: an attentive, above-average audience which gets more memorable television per second out of KTTV. That's the kind of station your spots, as well as your specials, should be on.




KTTV • TIMES-MIRROR BROADCASTING COMPANY, 5746 Sunset Boulevard, Los Angeles 28, California

1 70 nations around the world send gorgeous delegates to the International Beauty Congress, two-week festival of pulchritude exclusively on KTTV. Inquire **now** for 1962 availabilities!

2 Top intersectional football clashes between nation's best college squads and USC and UCLA give KTTV autumn excitement.

3 Santa Claus comes to town—even in Hollywood. KTTV covers seasonal splendor of Santa Claus Lane Parade, as well as five other major community parades during the year.

4 Jack Kramer's touring tennis greats, including Pancho Gonzales and Barry McKay, display their top form before KTTV cameras.

5 Nat King Cole takes viewers on European tour in hour "special." KTTV was one of 60 stations chosen as members of "fourth network."

6 "Life in Moscow" revealed on "women's special" as Ben Hunter expands his KTTV daytime show to two hours for occasion.

7 Six years of telethons on KTTV have raised nearly a million dollars for the Arthritis and Rheumatism Foundation of Southern California. In other public service projects, KTTV annually telecasts such events as the George Putnam Youth Awards and the "television pep meeting" for Heart Fund volunteers; did a special show this year on Community Chest Awards to notable workers.

8 Los Angeles viewers have recently seen these and other important and controversial world figures in special programs, some produced on film or tape, many originated live by KTTV.

9 A KTTV tradition—Easter Sunrise Services from Hollywood Bowl. Another regular event, telecast from Salt Lake City, is Mormon Church Conference, with 275-voice Tabernacle Choir.

10 Gina Lollobrigida and 60 other famous movie stars titillated KTTV viewers on exclusive telecast of Golden Globe awards.

11 Tense and thrilling moments as top golfers vie for big prizes at the Los Angeles Open. KTTV covered for more than 10 hours.

12 Gala society event, "Headdress Ball," features Southern California social and cultural leaders in glittering charity fashion show.

13 "Project: Man in Space" features exclusive Russian footage on Soviet space program. Another instance where KTTV was selected as Los Angeles component of "fourth network."

14 For fourth straight year KTTV presents exclusive telecasts of the Los Angeles Dodger games. Expert camera crews and direction have made KTTV first choice to feed games to St. Louis, Cincinnati, San Francisco stations.

15 Five channels cover the Rose Parade New Year's Day, but KTTV regularly sweeps the field—twice as many viewers as closest competitor.

16 SC-UCLA live basketball, track and baseball is part of KTTV's powerful year-round Sports Special—most comprehensive local sports coverage done by any Los Angeles channel.

17 The TV debut of Ray Conniff's "Concert in Stereo" was accomplished by a 4-camera, 12-microphone telecast videotaped at Pasadena Civic Auditorium.

18 Authoritative forecast of Southern California business prospects by financial authorities received prime-time KTTV release.

19 Road Races from Los Angeles County Fairgrounds deliver spills and chills to big KTTV audience. Prime-time hour of film highlights of Indianapolis "500" is additional racing special this year.

20 "Castro, Cuba & Communism," powerful documentary study of Cuban crises, seen on West Coast for first time on KTTV.

concerning their needs. Moreover they insisted that what is being measured in both cases — tv and magazines — is audiences and that they "definitely" can be compared. The original NMS announcement also specified that NMS "does not evaluate these audiences" or the sales efficiency of either medium, and that "each magazine and each television program has its own attributes and qualities which must be considered, in addition to audience measurement, in any sound evaluation."

Nielsen officials attached no particular significance to the absence of broadcasters among NMS subscribers. Their position on this question has been that NMS is getting the support of media buyers and that, historically, when buyers support a service such as this, sellers eventually accept it, too.

The 11 new subscribers announced last week, bringing the total to 23, are BBDO; Foote, Cone & Belding; McCann-Erickson; Ogilvy, Benson & Mather; Young & Rubicam; Lever Bros.; *American Weekly, Better Homes & Gardens, Good Housekeeping, Look* and *Woman's Day*. The five magazines added to the list to be measured, bringing that total to 17, are *American Home, Family Circle, Parents, Redbook* and *Woman's Day*.

## THE MEDIA

# NAB SENDS FIREMAN TO NORTH DAKOTA

### Carlisle urges broadcasters to give Collins 'a chance'

Which is it? Collins & Minow? Or Collins vs. Minow?

The latter, according to an official NAB spokesman dispatched to North Dakota last week to squelch what appeared to be incipient hostility to Gov. LeRoy Collins' conduct of the NAB presidency.

William Carlisle, NAB station relations manager, was sent to a June 24 meeting of the North Dakota Broadcasters Assn. at Bismarck. He was assigned the role of NAB fireman when the advance program said an association spokesman was being "put on the pan regarding Gov. Collins' remarks at the NAB convention and whether he is operating in the interest of broadcasters or in the interest of Mr. Minow's FCC administration."

Despite some similarity in their speeches, Gov. Collins and Chairman Minow hold widely different views on government regulation of broadcasting, Mr. Carlisle told the North Dakota broadcasters.

The two key figures appeared June 25 on the same radio-tv program but there was no exchange of views because the program was recorded in separate segments. Titled *Let's Look at Congress,* the program was heard on a statewide New York hookup. It is conducted by Sen. Kenneth B. Keating (R-N.Y.), who interviewed Gov. Collins June 21 and Chairman Minow the next day (see story page 68).

**Guns Loaded** ▪ In explaining Gov. Collins' leadership, Mr. Carlisle said in Bismarck that any broadcaster doubtful about the new president's regime should ask any of the 47 members of the NAB board of directors who met in Washington June 14-16. "They came to town with guns loaded," Mr. Carlisle said, adding they went home "happy with their leadership."

Going specifically into the Collins-Minow regulatory views, Mr. Carlisle said NAB's head openly told broadcasters about their weaknesses in his speeches since taking office last January. He said the president had pointed to excessive violence on tv and called for improvement.

"Is there really no wholesale trafficking of radio stations . . . and the public interest be damned?" Mr. Carlisle asked. "How about the guy who blats out the worst type of music, poorly and scratchily recorded, who cuts rates up and down main street, who pays so poorly that you can't understand his inept announcer, who never goes near the station himself and assumes absolutely no responsibility as a licensee? Or who allows smut on the air? Could he be improved? Of course he could and we all know it, or he should get out of our business."

The association's president isn't paid to be a family psychiatrist to the industry, he explained. "If you want somebody to whom you can pay a large annual salary in order that he may talk to you, soothe you, praise you, periodically psychoanalyze you, protect you from all criticism, and travel from state to state and meeting to meeting telling you how good you are and what an SOB the FCC chairman is, you don't want Collins," he said.

**An Expert** ▪ Mr. Carlisle described NAB's government activities, saying its


the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
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effectiveness is increasing. As to Gov. Collins, he said, "You have a man of absolutely unquestioned integrity. You have a man who is one of the perhaps 10 or 11 most accomplished and persuasive orators in America today. You have a man who is an expert in government and governmental processes—one who knows how to work with government people in order to gain for those he represents things no outsider could obtain otherwise. Above all, you have a man who is a born leader."

Conceding he had heard criticism that Gov. Collins doesn't understand broadcasters and broadcasting, he said NAB's leader has "learned fantastically fast and very much."

He described the difference between Gov. Collins and Chairman Minow this way:

"Gov. Collins was saying, 'We all know we can improve.' So let's get off the dime and do it. We all know that we don't want government regulation. So let's get behind the codes and prove we can regulate ourselves.

"Chairman Minow, on the other hand, adopted a 'daddy will spank' attitude. It is one thing for the nominal head of your family at home to advise the rest of the family what is right, wrong, or susceptible to improvement. That's what Collins did. It is quite another thing for the chief of the police force to come to your house to try to coerce your family to do the same thing by threatening police action and perhaps loss of liberty. That's what Mr. Minow did."

"Give this man a chance," Mr. Carlisle urged.

## Changing hands

**ANNOUNCED** ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WEZN Elizabethtown, Pa.: Sold by Lowell Williams and Richard E. Burg to Ira Kaplan, a Washington, D. C., printing consultant, for $160,000. WEZN operates on 1600 kc with 500 w daytime. The broker was Blackburn & Co.

▪ WCBT Roanoke Rapids, N. C.: Sold by the estate of J. Winfield Crew Jr. (70%) and W. Lunsford Crew (30%) to Henry M. Best of Chapel Hill and Roy W. Davis of Durham, both North Carolina, for $100,000. WCBT operates on 1230 kc with 250 w. Blackburn & Co. was the broker.

▪ WFLB Fayetteville, N. C.: Sold by Fayetteville Broadcasters Inc. to Ostb Inc. for $95,000 not including real estate. President of seller is L. W. Allen, owner of ad agency. Principals in purchasers are Ogburn F. Stafford Jr., in insurance business in Greensboro, and Terrence R. Bane, manager of WCOG Greensboro, N. C. WFLB is on 1490 kc., 250 w fulltime. Paul H. Chapman was the broker.

▪ WJAN Ishpeming, Mich.: Sold by Tri-Cities Broadcasting Inc. (R. G. Blomquist and associates) to J. J. Beloungy, Walter D. Steben, Henry H. Schroeder and H. Walter Thompson (each 25%) for $50,000. Mr. Beloungy has interest in KLFD Litchfield, Minn., and formerly was employed by CBS. Messrs. Steben and Schroeder are CBS employes and Mr. Thompson owns Chicago closed-circuit telecasting firm. WJAN is 970 kc, 5 kw daytime. Broker was Blackburn & Co.

▪ WSFB Quitman, Ga.: Sold by J. E. Boyd to J. Thomas Rowland, William F. Hoopes and Danny E. Bailey all of Knoxville, Tenn., for $46,000. Mr. Hoopes is a former news director of WIVK Knoxville and Mr. Bailey formerly was a performer on *Grand Ol' Opry*. Station is a 250 watt daytimer on 1490 kc. Broker was Paul H. Chapman Co.

**APPROVED** ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 104).*

▪ KENO Las Vegas, Nev.: Sold by Nevada Broadcasting Inc. (Gordon B. Sherwood Sr. and family) to Paradise Broadcasting Inc., of which Maxwell Hurst is president for $275,000.

▪ KGAL Lebanon, KGAY Salem, both Oregon: Sold by W. Gordon Allen and associates to Radio Wonderful Williametteland Inc, for $268,260 (KGAL $150,000, KGAY $118,000). Glen M. Stadler, Radio Wonderful Williametteland president, owns 75% of KEED-AM-FM Springfield, Ore. FCC approval of the sale, from which Chairman Minow and Commissioner Ford dissented, is without prejudice to any action the commission may wish to take as a result of its present inquiry into the operations of Mr. Allen.

▪ WHRW Bowling Green, Ohio: Sold by Voice of The Miami Valley Inc. (controlled by Howard R. Ward) to WHRW Inc. for $250,000. WHRW Inc. (Rev. H. Max Good, president) is owned by The Memorial Foundation, Columbus, Ohio, which also owns WPAR Parkersburg, W. Va. Chairman Minow abstained from voting.

▪ WDCL Tarpon Springs, Fla.: Sold by Clearwater Broadcasting Corp. (Hodding Carter and family who also own WDDT Greenville, Miss.) to Consolidated Communities Corp., which owns WMBM Miami Beach, Fla., for $250,000 and agreement not to compete for five years. Buyers include Dorothy C.


**3 Western States VHF TV Stations For Sale!**

1. Major network TV affiliate plus fulltime radio station. Combined annual gross $170,000-plus. Absentee-owned. Sale includes two buildings and 50 acres of land. Total price $305,000 with $60,000 down and attractive terms.

2. Total price of $150,000 buys all fixed assets of single station market VHF. Possible financing help available on $100,000 down payment.

3. 60% of VHF station in market of over 100,000 available for $150,000 with $75,000 down and balance over five years.

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New Orleans

SAN FRANCISCO
John F. Hardesty
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EXbrook 2-5671
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Los Angeles

NEGOTIATIONS • APPRAISALS • FINANCING

Margolis, 50%, son Alan Margolis, 20%, and Alexander Klein, 20%, vice president of WDAS Philadelphia.

▪ KXO El Centro, Calif.: Sold by Feldman Enterprises Inc. (Leonard Feldman and associates) to KXO Inc., consisting mostly of KXO employees for 242,296. Marco Hanan, KXO Inc. president (52.17%) and presently general manager of the station, has minority interests in KLIV San Jose and KXOA Sacramento, both California.

▪ WCMW Canton, Ohio: Sold by Stark Broadcasting Corp. (Geneva Gee, president) to Douglas Properties Corp. (Sidney J. Collins, president) for $230,000. Stark owns 91% of WARU Peru, Ind. Mr. Collins is an accountant.

▪ WOKJ Jackson, Miss.: Sold by Dixieland Broadcasting Co. to Ni-Mac Broadcasting Inc. for $90,000 and 900 shares of stock in Ni-Mac. James M. McLendon, Ni-Mac president, is half-owner of Dixieland and also has major interests in KOKY Little Rock, Ark., KOKA Shreveport, La. and WENN Birmingham, Ala. Chairman Minow not participating.

▪ WOHP Bellefontaine, Ohio: Sold by James T. Sandonato and Thomas W. Talbot to D. L. Rike & Co. (investments) for $100,291. John J. Cote is president of buyer which includes six stockholders each owning 16.66%. Mr. Talbot has majority interest in WJJL Niagara Falls, N. Y.

▪ WECL Eau Claire, Wis.: Sold by G. LaVerne Flambo to Robert Nelson, presently president of WECL, for $100,000.

## Reeves registers debentures at SEC

Reeves Broadcasting & Development Corp., New York, has filed with the Securities & Exchange Commission seeking to register $2.5 million of convertible subordinated debentures to be offered to the public at 100% of principal amount. The offering will be made on an all or none basis through underwriters headed by Laird & Co.

Reeves owns WUSN-TV Charleston, S. C., WHTN-TV Huntington, W. Va., and KBAK-TV Bakersfield, Calif., the latter a uhf station. Broadcasting accounts for 32% of the company's gross operating revenue. Income from telecasting, sound recording and film development for the year ended Dec. 31, 1960 was $1,757,014, down from $1,790,850 for the comparable period of 1959. Operating expense in 1960 was $858,570 against $915,097 in 1959. Net income for 1960 for the corporation was $293,257 against $344,447 in 1959.

Hazard E. Reeves, president, owns 41.4% of the 1,403,893 outstanding shares of common stock. His annual salary is $30,400. Christiana Oil Corp. owns 13.3% of the stock and management officials as a group hold 49.5%.

Proceeds from the debenture issue will be used in development of VHF Inc., a New York tv-film producing company owned by Reeves Broadcasting & Development ($300,000); for investment in VeriVu Corp. to exploit a 3-D picture system ($75,000); to develop a resort in Brunswick County, S. C. ($300,000) and to repay bank loans ($1,050,00). The remainder will be added to working capital and used for general corporate purposes.

## Time Inc. consolidates radio-tv in one company

Time Inc. last week consolidated its tv and radio broadcast activities under a single company called Time-Life Broadcast Inc. Weston C. Pullen Jr., a Time Inc. vice president, becomes president and a director of the new company. Vice presidents and directors include F. S. Gilbert, formerly general manager of *Time* magazine, and Sig Mickelson, formerly CBS News president.

Mr. Pullen

The organizational change was announced by Roy E. Larsen, chairman of the executive committee, Time Inc. Stations owned and operated by the newly formed company are KLZ-AM-TV Denver; WOOD-AM-TV Grand Rapids; WFBM-AM-FM-TV Indianapolis, and WTCN-AM-TV Minneapolis. The company produces *Topic A*, a radio news show, is developing several tv and radio program services, and is surveying broadcasting opportunities in other countries.

## Codes termed only tool for self-regulation

Adherence to the industry's self-regulatory codes will provide the only way to convince those who would regulate broadcasting that regulation from within can be effective, according to Charles M. Stone, NAB Radio Code director.

Addressing the Maryland-District of Columbia Broadcasters Assn. at Ocean City, Md., June 23, Mr. Stone said it is imperative that a majority of the members of every state broadcasters association become code subscribers.

Since July 1, 1960 the radio code has acquired 1,275 subscribers, he said. But he said the figure represented only 28.7% of stations on the air, adding that only 113 or 5.4% of non-NAB station members are radio code subscribers.

Mr. Stone said the 31-year-old radio standards didn't work. "But the radio code represents self-imposed obligations, not the means by which a broadcaster can avoid individual responsibility," he said.

Lloyd W. Dennis Jr., WTOP-AM-FM Washington, association president, described progress of the group's move to promote self-regulation through subscription to the NAB radio and tv codes. Member stations should report code violations to the association's own code committee, he said. John McClay, WJZ-TV Baltimore, is chairman of the Md.-D. C. code committee.

Kenneth A. Cox, chief of the FCC broadcast bureau, discussed his personal experiences since assumption of the office early in the year.

## Storz suit denied

Suit by Storz Broadcasting Co. (WDGY Minneapolis) to prevent Bill Bennett, announcer-d. j., from working at WLOL Minneapolis was denied June 13 in Hennepin County (Minn.) District Court. Judge Rolf Fosseen held WDGY could not interfere with or enjoin Mr. Bennett's employment by WLOL. The suit had been based on the ground Mr. Bennett had breached a restrictive covenant in his Storz employment agreement.

Judge Fosseen held Mr. Bennett had in effect been fired by WDGY when the station had reduced him to union scale.


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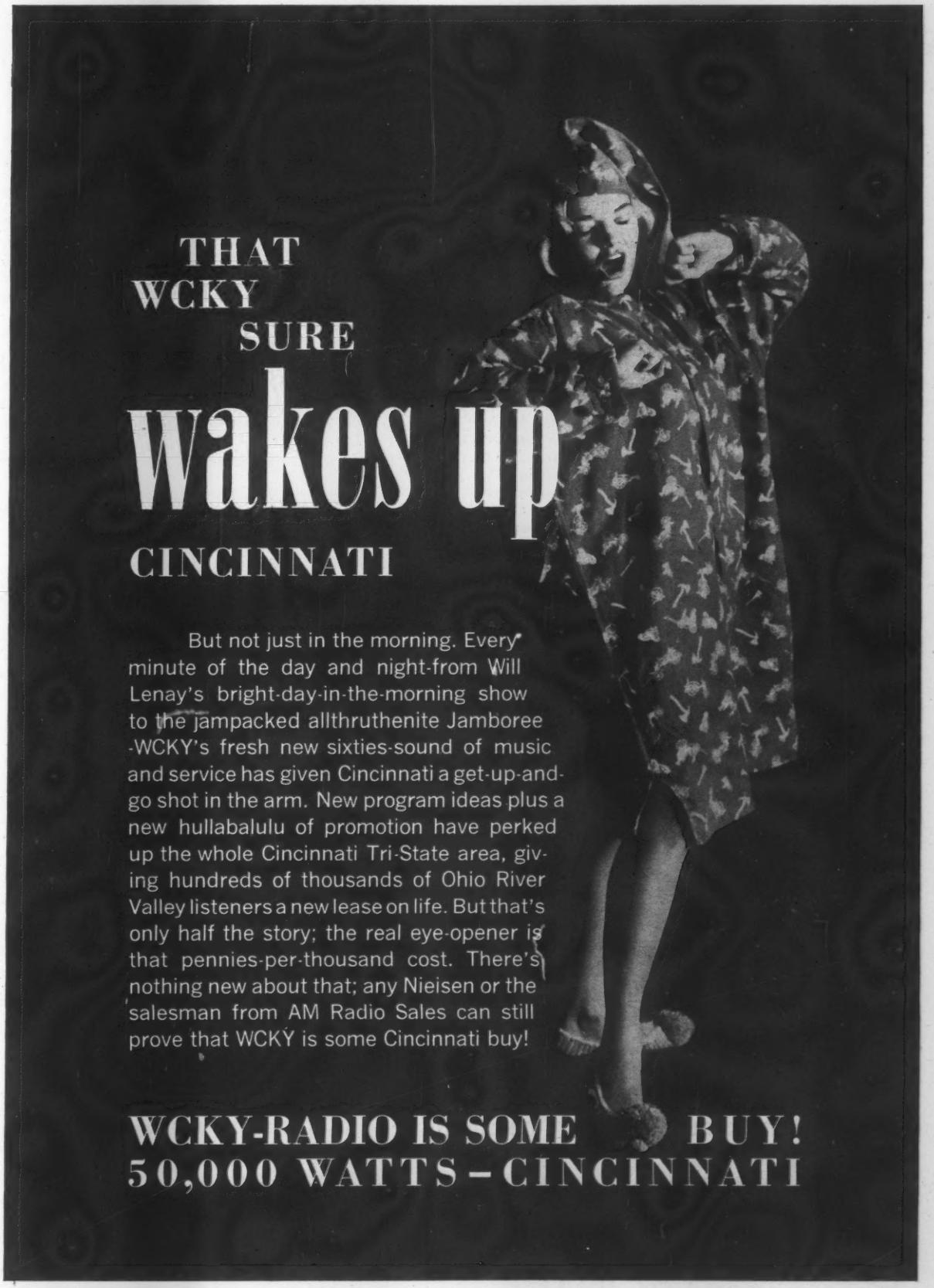
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SURE
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CINCINNATI
But not just in the morning. Every minute of the day and night-from Will Lenay's bright-day-in-the-morning show to the jampacked allthruthenite Jamboree -WCKY's fresh new sixties-sound of music and service has given Cincinnati a get-up-and-go shot in the arm. New program ideas plus a new hullabalulu of promotion have perked up the whole Cincinnati Tri-State area, giving hundreds of thousands of Ohio River Valley listeners a new lease on life. But that's only half the story; the real eye-opener is that pennies-per-thousand cost. There's nothing new about that; any Nieisen or the salesman from AM Radio Sales can still prove that WCKY is some Cincinnati buy!
WCKY-RADIO IS SOME BUY!
50,000 WATTS – CINCINNATI

# NCTA takes no stand on pay tv

## LARGE OPERATORS FAVOR IT BUT SMALL OPERATORS ARE OPPOSED

Over 600 community-television operators met in San Francisco last week to equate their individual operating problems against the future of the video medium. But the 10th annual convention of National Community Television Assn. wound up its sessions Friday without taking a definite stand for or against pay tv though the subject was discussed at length.

NCTA's meeting had a close look at pay tv during a Wednesday afternoon panel discussion moderated by Larry Boggs, Vumore Co., Oklahoma. After the discussion it appeared that some of the large group operators of community tv systems figure they can do well with nationwide fee tv whereas many of the smaller operators, fearing they will be grabbed up, are opposed to the idea (BROADCASTING, June 19).

Participating in the pay-tv panel were M. William Adler, Weston (W. Va.) Television Cable Corp.; J. Seibert Worley, Shamrock (Tex.) Community Tv System; Gene W. Schneider, Community Tv Systems of Wyoming; Martin F. Malarkey, Transvideo-Hotel Operating Co.; William J. Calsam, Oneonta (N.Y.) Video Inc.; Irvin B. Kahn, TelePrompTer Inc., and George R. Morrell, Midwest Video.

At its Friday elections, NCTA named Glenn Flynn, Tv Cable Service, Tyler, Tex., as national chairman; Charles Clements, Clements Tv, Waterville, Wash., vice chairman; Frank Thompson, Rochester (Minn.) Video, vice chairman, and Mr. Adler, treasurer.

Sandford F. Randolph, of Charleston, W. Va., immediate past chairman, was named to continue as a member of the executive committee.

**The Board** ▪ Elected to the board were Mr. Kahn; Leon Papernow, H&B American Corp., Los Angeles; Carl Williams, Daniels & Assoc., Denver; John Walsonavich, Service Electric Co., Mahanoy City, Pa.; Ben Conroy Jr., Uvalde (Tex.) Television Cable Corp.; Archer Taylor, Missoula (Mont.) Tv Cable Co.; Ray V. Schneider, Williamsport (Pa.) Tv Cable Corp.; Virgil Evans, Alexandria, La.

In his keynote address June 20, NCTA President William Dalton criticized legislation that would empower the FCC to regulate "a situation that no longer exists."

Mr. Dalton said he couldn't figure out why NAB "seems to be hollering for such legislation." NAB, he said, contends there are a few areas where a clash exists between local broadcasters and catv systems. But there are "very few" such cases, he contended, adding: "The NAB and NCTA have a growing and improving relationship for public good which should serve both the broadcasters and our members effectively and profitably in the years ahead.

"But it's time that both broadcasters, who are calling for more freedom, and catvers, who deserve to grow also, should give some careful thought to what's ahead. It's time we join together on this freedom road instead of traveling separate and diametrically opposed paths."

Mr. Dalton contended any kind of original legislation for any industry "is the first foot in the door towards regulation forever." He asked, "Why do broadcasters want you to be regimented by regulation and resulting inspection for 'economic impact'? Don't they realize that such inspection calls for careful scrutiny of management, books and profits—for both sides?"

**One Out of Sixty** ▪ Catv systems serve one out of every 60 tv homes in the U.S., Mr. Dalton said, "keeping 3-million grateful viewers informed and happy." He said over a thousand catv systems are extending tv signals into homes.

NTCA delegates discussed a wide range of problems including the potential impact of boosters and microwave systems operated by broadcasters. Registration totaled 624, according to Thursday records.

The association's first award to a broadcaster was given to Mrs. Dorothy Mugford, WNEP-TV Scranton, Pa.

Other awards: to Lloyd Calhoun, Hobbs (N.M.) Tv, public relations award for 24-hour scientific weather service maintained on an extra channel; duplicate local advertising awards to Douglas Danser, General Television Systems, Naples, Fla., and Mr. Conroy.

NCTA's annual equipment exposition covered latest developments in the field. Jerrold Electronics Corp., Philadelphia, demonstrated new microwave equipment during the convention. It is available in the 6 kilomegacycle band and will be able to handle 600-line wide band video for closed circuit or community antenna systems, according to Milton J. Shapp, Jerrold president. Within a few months, he said, addition-


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*This territory is IMPORTANT*
*This territory is ACTIVE*
*This territory is DEMANDING*

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the South.

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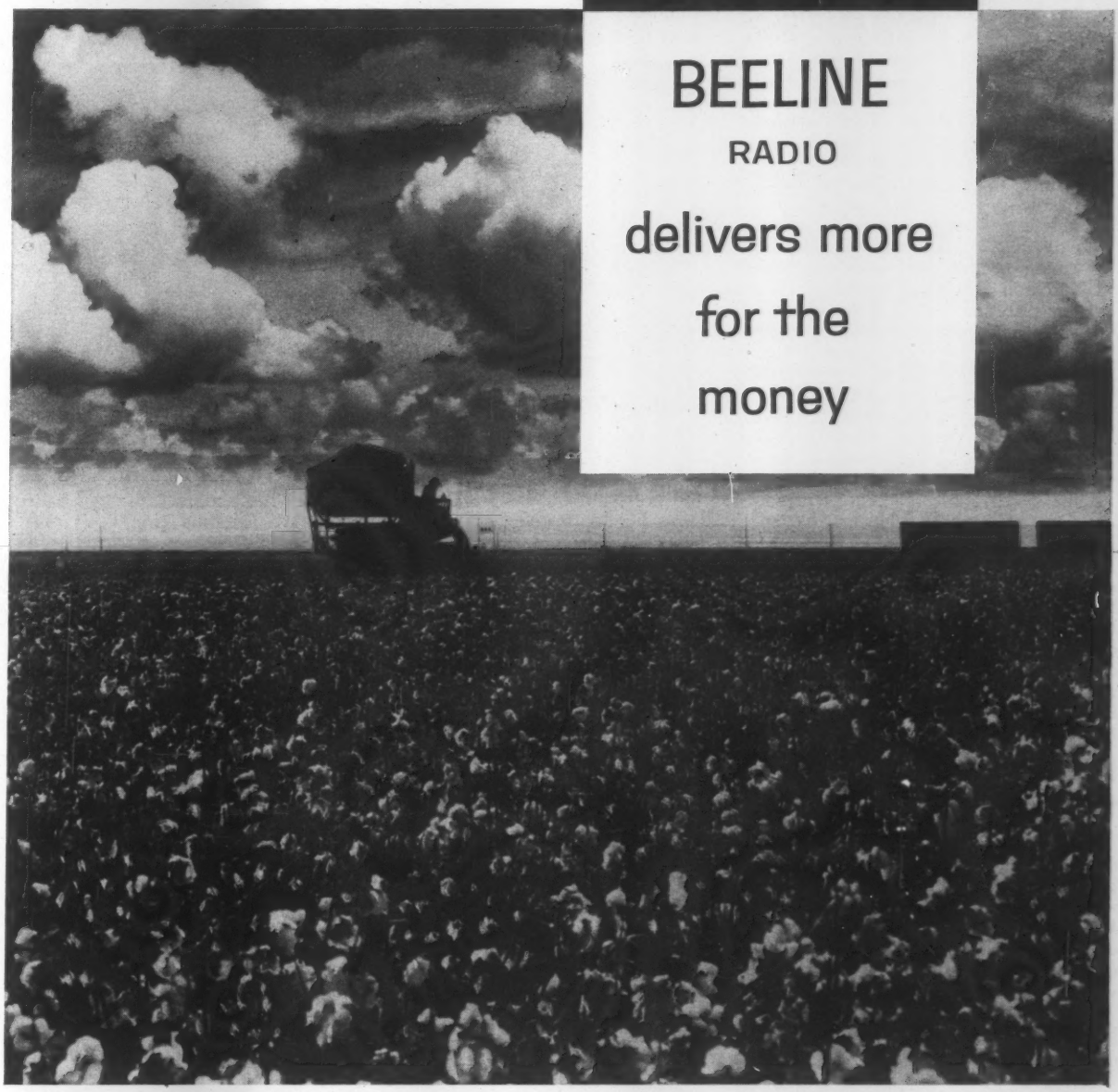
## RADIO
## delivers more for the money



Harvesting cotton in the fertile Central Valley of California.

Kern and Fresno counties — covered in depth by Beeline radio — are the two top cotton producing counties in the United States.*

This is an area that produces big and spends big. Beeline radio makes your product part of this prosperous scene. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand. (Nielsen, SR&D)

**Source: 1959 Bureau of Census*

## McClatchy Broadcasting Company

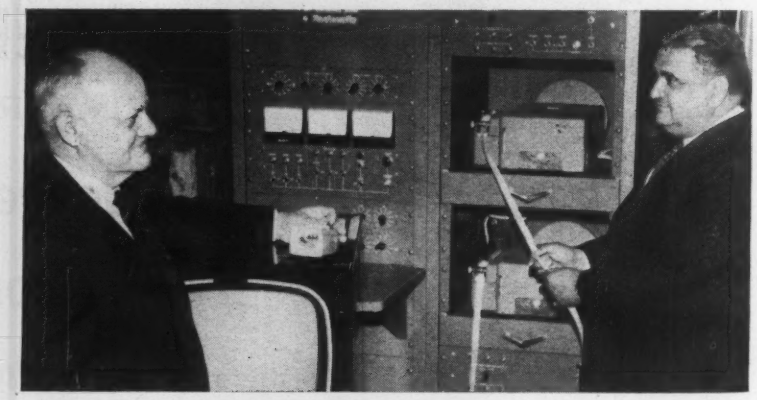
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

## TelePrompTer plans Key Tv test

TelePrompTer Corp., New York, has begun field performance tests of the audience response features of its Key Tv pay television system, utilizing laboratory and cable facilities of the Western Union Co.

Irving B. Kahn, TelePrompTer president, said last week the company will launch a series of tests to determine the engineering performance of the system. The initial phase, now in progress, involves a five-mile cable circuit between the Western Union headquarters and Columbus Circle in Manhattan to test the system's accuracy. A later test will involve more than 12-miles of cable. These distances approximate the size of individual Key Tv installations served by a single station.

Once the cable requirements have been fully met, a TelePrompTer spokesman said, the company plans to set up a pilot installation to test the system under operational conditions. These experiments may be conducted in one or more of the nine community antenna tv systems it owns or in Hawaii Kai, where a subsidiary owned jointly by Henry J. Kaiser and TelePrompTer currently is installing a catv system.



Irving B. Kahn (r), president of TelePrompTer Corp., and Thomas F. McMains, vice president and assistant to the president of Western Union, discuss field-performance tests of TPT's Key Tv pay television system. Using Western Union laboratory and cable facilities, TelePrompTer is testing the accuracy of its system over a five-mile circuit.

al microwave equipment will be offered by Jerrold in the 12 kc band. He noted Jerrold heretofore specialized in tv-cable communications-systems packaging and electronics contracts, and said its entry into the microwave field will add "flexibility" in meeting communications systems needs.

## Networks refuse time to Communist Party

The Communist Party in the U.S. has sought purchase of broadcast time on all networks but, according to a party spokesman, the time request was denied. Reportedly the time purchase was requested some time ago and was made of all three tv and all four radio networks.

The time would be used to protest the U.S. Supreme Court decision of June 5, 1961, which upheld by a close (5-4) vote, registration requirements under the McCarran and Smith acts.

The party spokesman said in New York that print advertisements had been placed in the *New York Times, The Washington Post,* the weekly *National Guardian* and other publications (the *Times* ad ran June 22), and that advertising, print or broadcast, would be placed also where possible through local party organizations. Last week Claude Lightfoot, head of the Illinois Communist Party said in Chicago he planned to buy local radio time and newspaper space in the campaign to fight the court decision. A check by BROADCASTING of the Chicago area stations, however, found none that would sell to the party. (The Illinois party numbers some 1,000 in membership, down from 8,000 peak in the last 1930s.)

In New York, the national headquarters said the matter of air-time refusal was in the hands of "our attorneys." Whether or not the matter would be brought before authorities (presumably the FCC among others) was left undecided.

## McKenna wants realism on FCC renewal forms

The FCC should use a realistic approach in its appraisal of a radio station's service to its community rather than an archaic evaluation based on the types of programming devices employed, the Wisconsin Broadcasters Assn. was told June 22 by James A. McKenna Jr., of McKenna & Wilkinson, Washington law firm.

Radio must be appraised on a different basis than tv, he said noting the varied coverage patterns, division of income among a large number of stations and reliance on local programming.

The association held a two-day meeting at Wisconsin Dells. Speakers included FCC Commissioner Rosel H. Hyde.

In a resume of current regulatory problems, Mr. McKenna said neither radio nor tv "should be required to conform to any particular kind of programming straitjacket and neither should be expected to follow standards devised for and applicable mainly to the other." He suggested the average am station no longer has a large staff that can devote days and weeks to preparation of statistical and narrative data now re-

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Heads you win. Tails ditto. Charlie Grood will prove it with Ullman's ACTIVE RADIO package. High power 20 second jingles, lead-ins, open-end commercials with your station's call letters. For more coin of the realm call numismatist Charlie Grood.

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*New! from NBC Films*

# HENRY FONDA 'THE DEPUTY'

*73 action-splashed half hours distinguished by:* **MR. FONDA IN HIS FIRST TELEVISION SERIES**—*as Chief Marshal Fry, soft-spoken, friendly... but swift in action when danger threatens. Henry Fonda enjoys a TvQ performer popularity score 43% above average.* **ALLEN CASE, REFRESHING NEW TALENT**—*as deadshot Deputy Clay McCord who abhors violence. His TvQ ranking is 19% above average.* **THE DEPUTY** *had a network total average weekly audience in excess of 21,000,000... it provides Big Reach that delivers the sponsor's prime target of younger, large-family homes*... it assures extreme flexibility and long run, daytime or evening. Get the drop on your market now—with "THE DEPUTY" from NBC Films.*

NBC FILMS

*Source: NTI March-April, 1961; Age of Household Head (under 40): 20.7; Family size (5 or more): 22.3

quired for renewal applications.

Broadcasters should not look upon license application forms as a prescription for public interest programming, FCC Commissioner Rosel H. Hyde told WBA Broadcasters Assn. Friday (June 23). He said licensees should look upon their permits as a privilege to program for their listeners according to their own imagination, resources and determination of those needs.

Commissioner Hyde said broadcasters should not look to the commission for directions and prohibitions but must, on their own initiative, become positive forces in their communities. Referring to FCC plans for new program reporting forms, he expressed concern about the wisdom of an approach which might indicate an attempt to tell licensees what they should do.

WBA reported an all-time high of more than 100 broadcasters in attendance. They heard state senator William A. Draheim (R) assure them that they will be exempt from the state's proposed new sales tax program.

Carl J. Burkland of Television Information Office gave a slide presentation showing the conflicting viewpoints of newspapers and groups such as the PTA on programming. He pointed out the problems involved when a tv program may please one critic but displease another at the same time.

## NBC-TV promotion men make plans for the fall

Advertising, publicity and promotion campaigns for the 1961-62 program schedule are among the topics to be discussed by promotion managers of NBC-TV affiliates when they meet in four cities the week of July 9. The one-day sessions will be conducted in New York on July 10, New Orleans on July 11, Chicago on July 12 and in Los Angeles on July 14.

The meetings will give stations ideas for campaigns with the "primary objective" of making each the best in its market, according to Sydney H. Eiges, NBC vice president.

## Something for Stanton to fall back on

CBS President Frank Stanton's "bona-fides" for addressing the Press Photographers Assn. (see AT DEADLINE) go back to this 1928 picture —and beyond. As a junior in high school he got a job as assistant to a portrait photographer, made money by making pictures for the yearbook and local newspapers. As an undergraduate at Ohio Wesleyan he helped pay his college expenses by making yearbook pictures; as a graduate student he made pictures to illustrate textbooks.

On top of Ol' Smokey

Associates also credit collegian Stanton with resourceful use of a 16mm movie camera to photograph opposing football teams in action—first from a platform mounted on poles, later from the top of the football stadium—until the Ohio Assn. of Colleges caught up with him and blew the whistle on this now-thoroughly-orthdox scouting technique.

Dr. Stanton subsequently made two 16mm educational films which were described as highly successful ("Some Physiological Reactions to Emotional Stimuli" in 1932, and "Factors in Visual Depth Perception" in 1936). He has maintained a keen interest in still photography, often carries a subminiature camera in his pocket for quick enjoyment of his hobby. Experts have said he has an extraordinary eye for composition. Several pictures he made on a visit to India earlier this year were described by the managing editor of *Architectural Forum* as "masterpieces by all our standards." One of his pictures of the first Kennedy-Nixon tv-radio debate last summer was reproduced by *Television* magazine as the cover picture of its January 1961 issue.

Dr. Stanton also is a former member of the boards of the American Film Center and the Film Council of America. In the photo above he is shown, aged 20, atop Mt. Vesuvius during a tour the costs of which were paid, in part, by the Graflex he holds in his hand.


E PLURIBUS ULLMAN

Harry Sanger won't make any bad jokes about TARGET JINGLES hitting the you-know-what. But, friends and countrymen, lend Harry an ear and you'll praise 'em yourself. Jet Jingles; C 'n' W jingles; Top 40; Middle-of-the-road jingles. Styled your way. On Target. *Oops.*

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## ABC-TV fall promotion swings into full gear

Plans for the local promotion of ABC-TV's fall schedule are swinging into high gear this week with clinics scheduled today and tomorrow in New York (June 26 and 27) and in Los Angeles Thursday and Friday. Promotion managers' conferences were held last week in New York and Chicago.

Representing the network at the meetings are Michael J. Foster, vice president, press information; Dean Linger, director of advertising and promotion; Sid Mesibov, director of exploitation and others.

# ROY AND NEWT AGREE, BUT...

## They differ on methods for eliminating excessive crime and violence on television

NAB President LeRoy Collins and FCC Chairman Newton N. Minow agreed last week that there is too much crime and violence on television. But they differed, in appearances before the Senate Juvenile Delinquency Subcommittee Monday, on how television could be improved.

Gov. Collins made a strong plea for letting the industry do its own policing, through its NAB Code. And he coupled this with a proposal that the broadcasters' association help underwrite a "massive" study of the "prime causes" of juvenile delinquency.

Mr. Minow indicated the FCC would be happy to see the NAB succeed in its self-improvement efforts. But he renewed the commission's recommendation for legislation permitting the FCC to regulate the networks. He also said licensees should be required to "see and hear in advance" the network programs they broadcast.

Consideration of whether Congress should require the licensing of networks or, alternatively, grant the FCC power to make rules affecting network programming, is one of three purposes of the hearing set forth by Subcommittee Chairman Thomas Dodd (D-Conn.).

The others, Sen. Dodd said, are to determine whether Congress should:

1. Amend the Communications Act to permit the FCC to formulate rules, "within the limits of the First Amendment" (freedom of speech), on programming by individual licensees.

2. Vote the FCC funds to conduct research on the relationship between tv crime and violence and the rising incidence of juvenile delinquency—the question the hearing was called to examine.

**Let HEW Do It.** ▪ Mr. Minow made it clear the FCC isn't interested in making the study suggested by Sen. Dodd. If the job were given to any federal agency, he said, it should be given to the Dept. of Health, Education & Welfare.

Messrs. Collins and Minow were the only witnesses at the hearing Monday which will probably be the last session this month. Sen. Dodd said the hearing would be in recess about two weeks. When it resumes, he said, HEW Secretary Abraham A. Ribicoff will be among those invited to testify.

Gov. Collins agreed, at the outset, that "some crime and violence" on television "is unnecessary an undeserving of broadcast," and said "such [programming] is offensive to simple good taste, seriously downgrades the television art, and should be eliminated."

But he said improvement of broadcasting should come through the industry itself, rather than "government dictation." NAB's television code has been "effective in raising programming standards" and can be made even more effective through tougher enforcement, he said.

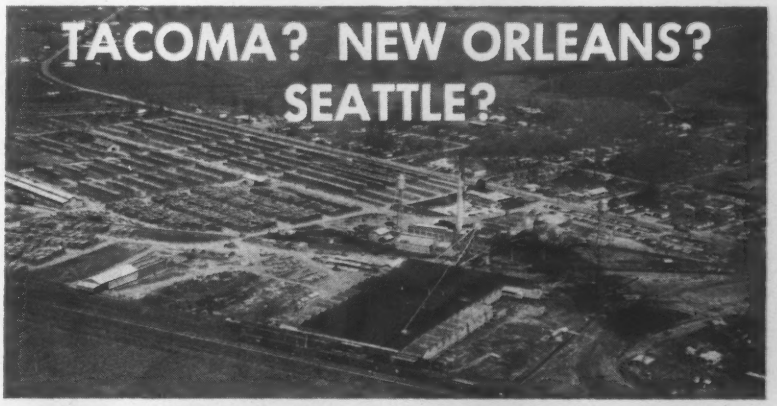
In this connection, he noted that NAB's board of directors has approved a "greatly stepped-up code activity" under a single administrator with considerable authority (BROADCASTING, June 19). He added that NAB's sanction for code violations—withdrawal of the code seal—is a "meaningful" and "effective" deterrent.

**Talked to Bobby** ▪ He also disclosed that he has conferred with Attorney General Robert Kennedy on how NAB could expand the scope of the code's application without violating the anti-trust laws. He said the attorney general had been "most cooperative," and

### Minow for seven more

FCC Chairman Newton N. Minow, whose present term on the commission expires Friday (June 30), was sworn in last week for a brand new seven-year term of his own. Judge David L. Bazelon of the U.S. Court of Appeals, administered the oath.

Among those present were Chairman Minow's parents, Mr. & Mrs. Jay Minow of Milwaukee, the other commissioners, the chairman's wife and her mother and members of the chairman's personal staff. Mr. Minow, a Democrat, was appointed last winter for the unexpired term expiring this week and also for a full term running until June 30, 1968. He was confirmed for both appointments at the same time by the Senate last February.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**(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)**

**JUST LOOK AT THIS MARKET DATA**

| | | | |
|---|---|---|---|
| Population | 1,520,100 | Drug Sales | $ 40,355,000 |
| Households | 423,600 | Automotive Sales | $ 299,539,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise | $ 148,789,000 |
| Food Sales | $ 300,486,000 | Total Retail Sales | $1,286,255,000 |

**KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE**

**According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.**

**KNOE-TV**

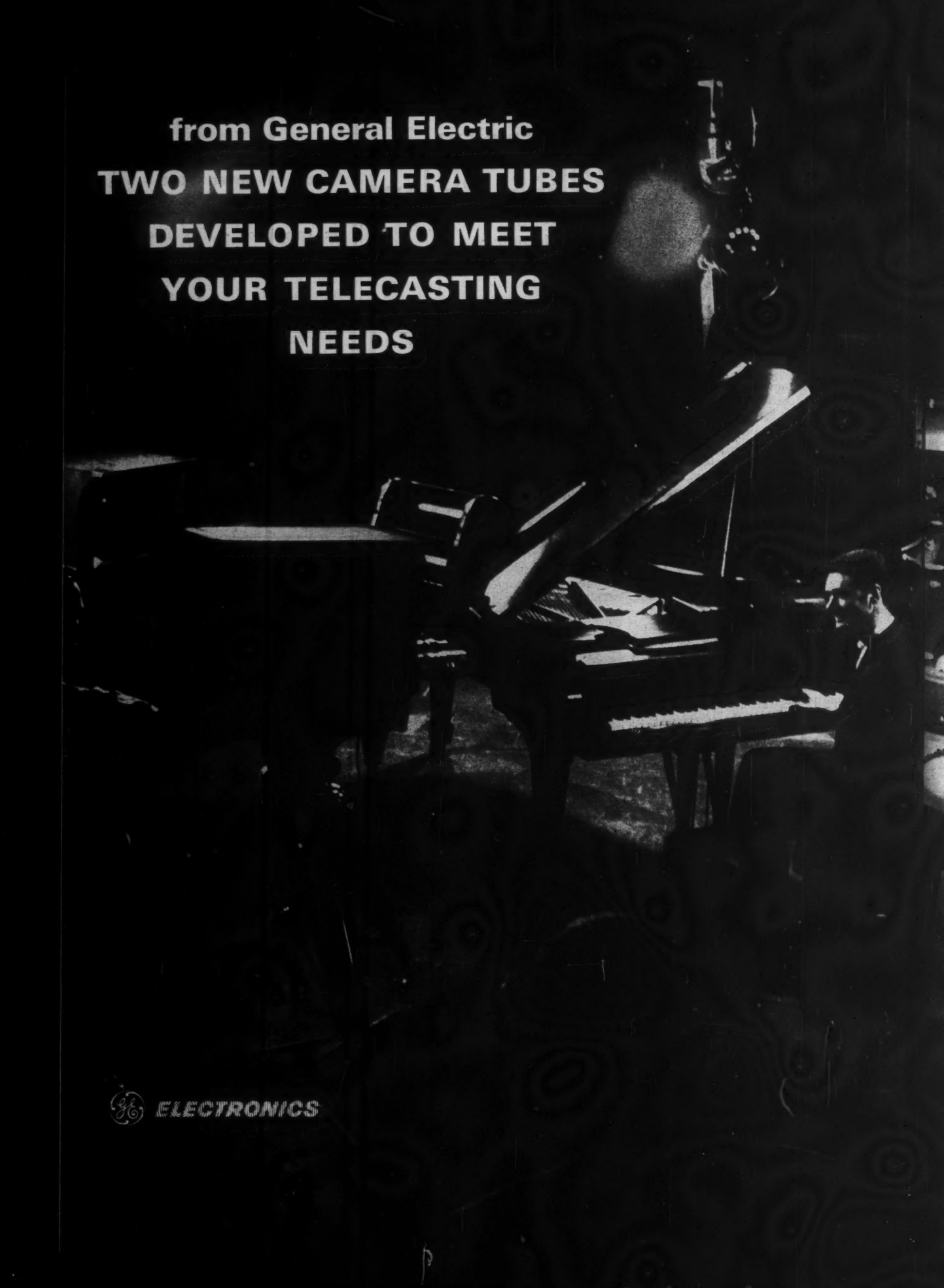
Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC

**A James A. Noe Station**
**Represented by**
**H-R Television, Inc.**

*Photo: Tallulah division of Chicago Mill and Lumber Co., manufacturers of lumber, veneer, plywood and wooden packages for nation-wide sale—Tallulah, Louisiana.*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**Supersensitive, Large Dynamic Range, Longer Life, Very High Resolution, Flatter Field, Reduced Beam-Bending, No Orth Spot**

*EIA designation GL-8092

## ZL-7803‡

**High Signal-to-Noise Ratio, Improved Definition, Flatter Field, Reduced Beam-Bending, No Orth Spot**

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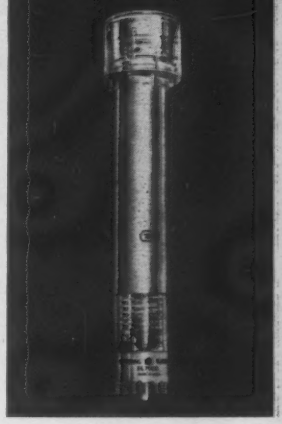

# TV STATION-DESIGNED...

## ...for flexibility in your color and special telecast work

**ZL-7802** represents a significant advance in image orthicon design. It will pay dividends every day in your studio and remote telecasting. A high-gain, thin-film semiconductor target is the key to ZL-7802 sensitivity and ability to handle wide ranges of scene illumination. This supersensitive target improves depth-of-focus, effectively reduces "stickiness," and permits pickup of dramatically lighted scenes with a minimum of set-up time. The thin-film target also provides excellent high-amplitude response, greatly reduces susceptibility to permanent burn-in damage, affords stable operation during life and eliminates raster burns.

The addition of a field mesh in the scanning section provides excellent landing, shading and dynamic match in color cameras using three image orthicons. Because of this field mesh, only simple adjustments are required and you save on set-up time.

*ZL-7802 is interchangeable with the 7629, 7513, 7293, 7293A, 5820 and 5820A.*

## ...for quality you require in critical video tape recording

**ZL-7803** is specially designed for studio pickup service where you control lighting and demand high-quality performance. An improved target-mesh assembly assures you of a *high signal-to-noise ratio* (peak-to-peak signal vs. [RMS] noise —min.: 38, av.: 50). A special field-mesh in the scanning section enhances picture quality by providing sharp transition from black to white without spurious effect (white edges). This feature, by equalizing the decelerating field which the scanning beam encounters, causes the beam to strike the target in a more evenly perpendicular direction over the entire target area. This improves flatness of field and corner resolution . . . helps prevent distortion. The ZL-7803 will noticeably shorten your set-up time and reduce the need to compromise between sharpest focus and minimum background blemishes.

Now you don't have to use a costly color tube to achieve the quality you require in video taping. The ZL-7803 is competitively priced with standard camera tubes. Yet, the high signal-to-noise ratio provides premium video taping quality.

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***Try these new General Electric Image Orthicons in your own cameras. Put them on the tough jobs—for the ZL-7802, demanding special application, color, or low light-level work; for the ZL-7803, critical video taping or quality studio pickup service in black and white or color. You'll appreciate the way these tubes perform.***

***For additional information, call your General Electric industrial tube distributor or write for descriptive literature... ZL-7802 (ETR-2800) and ZL-7803 (ETR-2801)... to General Electric Company, Room 7249A, Owensboro, Kentucky.***

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**

A refreshing pause

had promised "some definitive help and more specific clarification in the near future."

In proposing a broad-gauged study of delinquency, Gov. Collins said he had already discussed the matter with network representatives and was "confident" the networks would help finance the project. To help set up the study, he urged Sen. Dodd to call a conference of subcommittee members, representatives of all communications media, and Secretary Ribicoff.

He said the study should be a "massive" one—involving all potential causes of juvenile delinquency, not only television—and be conducted by social scientists under "impartial auspices." Sen. Dodd described the proposal as "excellent" and promised his cooperation at the conclusion of the hearing.

Sen. Dodd greeted the NAB head—a former Democratic governor of Florida—with exceptional warmth. But he didn't let pass unchallenged the governor's assertion that the weight of sociological evidence does not support charges linking television and juvenile delinquency—a position taken by a string of industry representatives who preceded Gov. Collins to the stand in the previous five days of the hearing.

Sen. Dodd said his own feeling is that the evidence presented at the hearing "is on the side of the conclusion theat there is a contributory causal relationship between tv crime and juvenile delinquency."

**Applauds Efforts** ▪ Mr. Minow said the commission is interested in the "increased activity" of NAB's Television Code Board and that it believes this intensified effort can lead to "substantial results" in improving programming.

But his testimony, for the most part, was sharply critical of present television fare, particularly that provided for children. Nowhere is television more "a wasteland" than in the area of programming aimed at children and young people, he said.

"Children will watch anything. And when a broadcaster uses crime and violence and other shoddy devices to monopolize a child's attention, it's worse than taking candy from a baby—it is taking precious time from the process of growing up."

He urged the adoption of legislation, previously recommended by the FCC and already introduced in Congress, authorizing the commission to regulate networks. He said the networks are responsible for a principal portion of the

A pause for thought

programs broadcast by most stations and that, as a result, the scope of the commission's regulatory power should be broadened to take this into account.

He also recommended that broadcast licensees be "required—or, perhaps empowered—" to preview the programs they broadcast. The broadcaster "is often just another member of the audience," Mr. Minow said, "as little aware of what comes next, as the children who watch in our homes."

Mr. Minow said the commission, under present authority, could help inspire "different and better programming" by encouraging development of educational television and by speeding its studies on the feasibility of uhf television. "The commission should do everything possible to increase the num-

# Minow, Collins share program & some views

## NEITHER SEE FCC FUNCTIONING AS RADIO-TV CENSOR

FCC Chairman Newton N. Minow and NAB President LeRoy Collins shared the same tv program and many of the same views over the weekend.

The two appeared on the *Let's Look at Congress* recorded radio-tv program carried on a group of 10 tv and 20 radio stations in New York State. Sen. Kenneth Keating (R-N. Y.) was m.c. of the program, heard Sunday on the stations by film and tape.

Both Chairman Minow and President Collins agreed it would be a good idea to broadcast sessions of Congress and committee hearings. And they were in accord on the desirability of broadcasting court trials in view of the progress in coverage techniques.

The program did not pit the two against each other. They were recorded at separate times without knowing what the other might be saying.

Gov. Collins said in response to a query by Sen. Keating that the FCC probably could use its power in a way that would amount to censorship but thus far he had seen no indication that the commission would use its power that way.

He flatly opposed pay tv; said tv decisions as to programming are to an important extent made by the three networks and the syndicated film producers, based on ratings; questioned the soundness of ratings interpretation and influence, though conceding there is less likelihood of error in national ratings; agreed there is too much crime and violence on the air; said the public can tell broadcasters and advertisers whether they like or dislike programs; called for more quality drama on tv.

**Controlled Viewing** ▪ Gov. Collins said the viewing of his 11-year-old daughter is controlled at home. He said he is watching tv more since assumption of the NAB presidency whereas Chairman Minow said he has cut down on his viewing since becoming head of the FCC because he has less time to watch.

NAB's president said NAB favors the consensus bill to reorganize the FCC rather than President Kennedy's proposal, feeling the approach to improved FCC efficiency should be through congressional act rather than executive order.

Chairman Minow said he felt Congress can solve the problem of equal time in political campaigns to keep out non-serious publicity seekers and preserve the rights of serious candidates. "I would hope very much that we would

ber of stations on the air—and as a result, the number of choices that viewers have," he said.

**Calls For Public Action** ▪ Mr. Minow added that the public itself can be effective. Broadcasting is receptive to criticism as well as to praise, he said, and "sponsors are especially sensitive to criticism." He said "viewer organizations should be encouraged . . . to contribute valuable suggestions and advice."

Gov. Collins also discussed the public's role in programming, declaring that viewers should not be "apathetic" but should make their views known to broadcasters and advertisers.

As an example of what he considered the weakness of present programming practices, Mr. Minow said that "one of the country's largest insurance companies" had tried, and failed, to buy network time this fall for a program dealing with American colleges and universities.

He said he was sure "most broadcasters" would want to present such a program to help youngsters and their parents decide on a choice of college. "Yet, today there is no room for such public service—fully paid for—on television," he said.

Mr. Minow's most crtical comments were contained in a statement he called "a personal point of view." In a statement submitted in behalf of the FCC, he said the commission has received complaints about crime and violence programs on both television and radio. While the statement stressed the legal prohibitions against FCC censorship of programming, it added that the commission is authorized, through its licensing powers, to consider program policies and performances of licensees at license-renewal time.

**Ratings to Blame** ▪ Although Messrs. Collins and Minow differed in their suggestions as to how tv crime and violence might be eliminated, they agreed that ratings were the reason so many action-adventure shows are programmed. Both also expressed considerable doubt as to the validity of ratings in measuring public acceptance.

Gov. Collins used the hearing as a forum in which to boost his "blue-ribbon" programming concept. He cited, "as an example of television at its best," the recent *CBS Reports* program featuring columnist Walter Lippmann, whom Gov. Collins described as "one of the best-informed men in the world."

He noted, however, that while 135 of the network's 250 stations carried the program and CBS promoted it aggressively in advance, only 6.6% of the television sets in operation were tuned to the program. *The Untouchables* had 53% of the audience, and *Groucho Marx,* 23%, he added.

If all networks presented top-flight programs on different nights, there wouldn't be such a premium on efforts to attract mass audiences, he said, adding, each network should be prepared to take its "licking" in the interest of quality programming.

## Tv quizzers sentenced

Two employes of defunct tv quiz show *Treasure Hunt* (NBC-TV) received one-year suspended sentences late June 15 in New York County Special Sessions Court. Defendants Bernard P. Martin and Artie Roberts, had pleaded guilty in May to accepting more than $6,000 in kickbacks from 75 persons who had appeared on show.

## WXIX-TV criticizes AMST in comments to FCC

The Assn. of Maximum Service Telecasters was a main target in comments to the FCC last week on two different proposals which it had opposed.

WXIX-TV (ch. 18) Milwaukee, which wants to shift to ch. 8 there, said of the association that its "prime motivation is not the public interest but the preservation and maintenance of the status quo." The Committee for Competitive Television, a group of uhf stations that have asked the FCC to deintermix certain markets (BROADCASTING, June 12) said AMST is "irrevocably wedded to the perpetuation of vhf monopolies." AMST comprises some 150 stations mainly in major markets.

WXIX-TV also took sharp issue with the protests of Storer Broadcasting Co. to its proposal (BROADCASTING, April 24). It said Storer had picked unfair instances of WXIX-TV programming to submit to the FCC and retaliated with examples of Storer's Milwaukee station's programs (WITI [TV]). WXIX-TV also accused Storer of attempting "to discourage fair and equal competition by its opposition."

WXIX-TV said AMST also tried to discourage competition and the expansion of tv as a medium by its insistence on standard mileage separations and its opposition to vhf drop-ins.

Committee for Competitive Television charged that its opponents had advanced no specific solutions, save delaying tactics, to its proposal to make certain margets all-uhf. It said AMST has opposed every rulemaking proposal designed to strengthen uhf.

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lead eventually to a requirement of some mandatory free time for candidates," he said. "I know what it costs to buy television time and I hope that we will move toward giving candidates some amount of free time."

Asked about pay tv, Chairman Minow said the Hartford, Conn., test would be under way now but for court complications. He felt it should be given a trial to see if the public wants the service. He described communication satellites as "the most important matter we have in our agency at the moment." He said the government is experimenting now but predicted the eventual system will be operated by private enterprise.

The chairman agreed with Gov. Collins that too much stress is placed on program ratings. "What we have now is a tyranny of the ratings," he said. He, too, restricts the tv time of his children. Asked about his thoughts on program improvement, he said that recently one of the biggest insurance companies wanted to do a network program about American colleges but no network would take it. He said he did not believe the power of the FCC to deny license renewal amounts to indirect censorship, said failure to renew means someone else gets a chance to serve the public interest. "I don't think the FCC has ever been guilty of censorship, nor will it ever be guilty," he said.

## Together again in August

Northwestern U. School of Law, Chicago, late Thursday announced that NAB President LeRoy Collins and FCC Chairman Newton N. Minow will be key speakers during the "National Symposium on Freedom and Responsibility in Broadcasting" to be held on the school's Chicago campus Aug. 3-4. Gov. Collins and Chairman Minow will speak at the only public session Thursday afternoon (Aug. 3). Other sessions both days will be private with only a small-select group of national mass communication leaders attending (AT DEADLINE, June 12).

Northwestern said it has been deluged with requests for participation but explained that the symposium is an invitation-only affair arranged by Chairman Minow and J. Leonard Reinsch, tv-radio advisor to President Kennedy and executive director of the Cox stations, both Northwestern graduates. Newsmen also are being excluded from the private meetings, but they will be briefed periodically at the special news headquarters to be established for the symposium. Earlier Northwestern said CBS Board Chairman William S. Paley would also be a key speaker but Mr. Paley will not be able to attend. John E. Coons, Northwestern law professor, is symposium director.

## Minow says reorganization game isn't over

FCC Chairman Newton N. Minow last week admitted that his personality may have been a factor in the overwhelming House rejection of the President's FCC reorganization plan, but said he felt it was defeated mainly on the issues. He said the defeat was not "the end of the ball game" and that he felt confident Congress would untie some of the red tape the reorganization plan sought to eliminate.

The chairman's remarks were made on ABC's *Issues and Answers* June 18. Mr. Minow also covered ground he had been over previously but with no sign of backtracking.

He suggested that broadcasters should supply time to candidates for President and Vice President and perhaps for those seeking local offices. The Minow plan would reimburse the station for out-of-pocket expenses, such as line costs, but there would be no payment for the time used. Asked by Lewis Shollenberger, ABC Washington correspondent, why he would require this instead of allowing voluntary participation as with the Nixon-Kennedy debates, Chairman Minow said, "because some broadcasters are very responsible people and others are not. I can also show you instances—even in the 'Great Debates'—where some of our broadcast licensees didn't even carry them."

Mr. Minow again deplored the violence of the airwaves and gave as an example where a license might not be renewed: ". . . If a broadcaster did nothing but put on blood and violence day and night for three years. . . ." The FCC chairman also said that parents should exercise control over their children's viewing.

# Four payola charges dropped by FTC

Continuing a policy of "calling off the dogs" on payola prosecutions (BROADCASTING, May 1), the Federal Trade Commission last week dismissed payola charges against four record-manufacturing and distributing companies.

Over 100 companies were originally cited by the FTC and all but a handful signed consent decrees—agreements not to engage in a practice which do not admit prior guilt.

The commission has said that in view of recent amendments to the Communications Act, making payola illegal and punishable by fine and imprisonment "the protection of the public interest is now fully assured" and that consent orders in these cases are unnecessary.

The companies against which the charges were dismissed: Columbia Record Sales Corp. and Columbia Record Distributors Inc., New York; Capitol Records Distributing Co., Hollywood; Dot Records Inc., Hollywood, and Interstate Electric Co., New Orleans.

## WMPP hearing postponed

A public hearing on an FCC revocation order against WMPP Chicago Heights, Ill., originally scheduled for July 6, was postponed until Sept. 12 by Hearing Examiner Charles J. Frederick last week.

In granting the continuance, Mr. Frederick pointed out that WMPP has stated it may waive its right to a hearing and submit its case to the commission in writing. The WMPP permittee, Seaway Broadcasting Co., was cited by the commission for alleged misrepresentation, concealing of facts and an unauthorized transfer of control (BROADCASTING, April 17).

## WLKY-TV gets ch. 32

Ch. 51 WLKY-TV Louisville received a lower uhf channel last week when the FCC finalized rulemaking by shifting ch. 32 to Louisville and assigning it to dark WLKY-TV. In making the change, the commission deleted ch. 51 from Louisville, ch. 32 from Richmond, Ind. (with ch. 26 assigned there), ch. 26 from Anderson, Ind. (which received ch. 83), ch. 32 from Oak Ridge, Tenn. (replaced with ch. 79), and ch. 25 from Madison, Ind., with ch. 66 reassigned to Madison.

The allocations reassignments were requested by Kentuckiana Tv Inc., which holds a permit for WLKY-TV.

## FCC amends some rules

The FCC announced last week that certain of its am broadcasting rules have been amended, effective July 5, to conform with provisions of the NARBA and U.S.-Mexican broadcasting treaties. The Mexican agreement became effective June 9 (BROADCASTING, June 19) while the NARBA treaty went into effect April 19, 1960.

Many U. S. stations now operating on six Mexican clear channels stand to benefit most from the new rules through permissible power increases from 1 kw to 5 kw. The commission warned, however, that such increases are not automatic.

# FCC plugola rule termed 'impossible'

If Shelley Berman does his telephone routine on a tv show (thus possibly "promoting" the use of the phone), does the station on which that routine appears have to make an announcement that its janitor has his lifesavings in 50 shares of AT&T (and thus has a "financial interest" in such promotion)?

This question and several similar ones absurd were posed to the FCC by the Washington law firm of Pierson, Ball & Dowd on behalf of 16 clients in response to the commission's proposed rule on plugola.

The law firm termed "impossible" the proposed FCC requirement that a station make an announcement if any of its officers, employes or 10% stockholders have financial interest in a product or service being promoted. To enforce the rule, a licensee would have to maintain a running chart on the investments of each person in these categories and would have to screen all material to make sure no enthusiastic endorsement could be construed as "promotion," PB&D maintained. In addition, all mutual funds held by station personnel would have to be broken down into categories to make sure that no product in the fund was mentioned unduly favorably.

If a secretary employed at a station also worked for a local moviehouse as a ticket seller and someone raved about the movie there, the station might be required to announce that she had a "financial interest" in the theatre, PB&D speculated.

"The definition of 'promotion' of a service or commodity under the proposed rule is, at best, litigious," the firm declared. It gave as an example a sports announcer's comments boosting the home baseball team. "One dreads to contemplate the task of determining the degree of hyperbole which sports announcers could be permitted without slipping over from the standard of 'ordinarily necessary' to the standard of 'promoting public patronage,' " it pointed out.

PB&D said that if the rule is confined to majority interest or outright ownership by a station's officers, employes or 10% stockholders in promoting a product, the rule might be feasible. As it stands however, the law firm considers it entirely impractical.

Deadline for comments on the FCC proposal has been extended to July 10 at the request of the NAB, which has stated that the FCC examples are subject to "multiple interpretative possibilities."

*Government continues on page* 87

# Pinpointed: the 47.9 million tv homes

## ARB RELEASES COUNTY-BY-COUNTY BREAKDOWN OF UNITED STATES

New tv saturation figures showing the 1961 set count for each county in the United States have been announced by American Research Bureau. The detailed county listings for the 49 states (Alaska excluded) as tabulated by ARB appear below:

ARB's new report shows total homes, ARB tv homes and ARB tv penetration (%).

In the 49-state tally, the tv penetration mark hit 90% with 47,886,600 television homes of the total 53,239,500 households.

Roger Cooper, ARB station relations manager, said the total homes estimates were obtained from the *Sales Management* Survey of Buying Power and are dated Jan. 1, 1961. "The tv ownership percentages are ARB estimates based on a growth rate applied to the ARB tv penetration estimates for 1960," he said. ARB's 1960 set count (BROADCASTING, June 20, 1960) was published jointly with figures developed by A. C. Nielsen Co. (see story on Nielson Co., page 73).

Mr. Cooper said ARB plans to produce a 1962 set count estimate for each county next spring. At that time the 1960 tv set count of the U.S. Census Bureau will be available for use as a check in evaluating ARB's own 1960 data.

At the Census Bureau it was stated that publication of individual state reports, county-by-county, will start in late August or early September. These tv home figures were compiled as part of the 1960 U. S. housing census but have not been released by statewide breakdowns.

"ARB's 1960 television set count was the first ever based on a major nationwide interview technique," Mr. Cooper said. "The measurement of tv homes was based on two nationwide sweeps conducted in November 1959 and March 1960, covering every county. A formula was developed to estimate tv ownership in non-telephone homes, providing a set count for each county. ARB believes this was the most accurate tv set count ever published. Other counts were based on groups of estimates pulled together rather than interviews in every county."

While ARB feels the accuracy of its estimates will be borne out by comparison of its 1960 figures with census data, it will change the formula if this is indicated.

The growth rate for each county has been derived from periodic Census Bureau sample surveys financed by the industry over a period of several years.

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **ALABAMA** | **864,000** | **666,200** | **77** |
| Autauga | 4,600 | 3,500 | 77 |
| Baldwin | 13,300 | 9,600 | 73 |
| Barbour | 6,000 | 4,400 | 73 |
| Bibb | 3,500 | 2,400 | 68 |
| Blount | 6,400 | 4,500 | 70 |
| Bullock | 3,300 | 2,200 | 67 |
| Butler | 5,800 | 4,300 | 74 |
| Calhoun | 25,400 | 20,300 | 80 |
| Chambers | 9,900 | 6,600 | 66 |
| Cherokee | 3,900 | 3,200 | 82 |
| Chilton | 6,600 | 4,800 | 72 |
| Choctaw | 4,300 | 3,500 | 80 |
| Clarke | 6,500 | 4,600 | 70 |
| Clay | 3,200 | 2,300 | 71 |
| Cleburne | 2,800 | 1,900 | 67 |
| Coffee | 7,800 | 5,600 | 72 |
| Colbert | 11,600 | 8,800 | 76 |
| Conecuh | 3,900 | 2,600 | 66 |
| Coosa | 2,600 | 1,700 | 67 |
| Covington | 8,600 | 6,200 | 72 |
| Crenshaw | 3,600 | 2,500 | 70 |
| Cullman | 11,200 | 8,200 | 73 |
| Dale | 8,300 | 5,700 | 69 |
| Dallas | 14,400 | 10,900 | 76 |
| De Kalb | 10,700 | 8,200 | 76 |
| Elmore | 7,600 | 5,400 | 71 |
| Escambia | 8,200 | 6,200 | 76 |
| Etowah | 25,800 | 19,900 | 77 |
| Fayette | 3,900 | 2,700 | 68 |
| Franklin | 5,500 | 3,700 | 67 |
| Geneva | 5,700 | 3,900 | 69 |
| Greene | 3,100 | 2,300 | 76 |
| Hale | 4,800 | 2,800 | 59 |
| Henry | 3,300 | 2,400 | 74 |
| Houston | 13,900 | 10,900 | 78 |
| Jackson | 8,800 | 6,300 | 71 |
| Jefferson | 180,000 | 151,200 | 84 |
| Lamar | 3,500 | 2,300 | 67 |
| Lauderdale | 16,700 | 12,800 | 77 |
| Lawrence | 5,800 | 3,900 | 67 |
| Lee | 12,000 | 9,000 | 75 |
| Limestone | 9,000 | 6,100 | 68 |
| Lowndes | 3,500 | 2,300 | 66 |
| Macon | 5,800 | 4,100 | 70 |
| Madison | 31,800 | 24,600 | 77 |
| Marengo | 6,800 | 4,700 | 69 |
| Marion | 5,300 | 3,800 | 72 |
| Marshall | 13,000 | 10,200 | 79 |
| Mobile | 94,000 | 76,700 | 82 |
| Monroe | 5,300 | 3,800 | 72 |
| Montgomery | 48,300 | 38,800 | 80 |
| Morgan | 16,700 | 12,400 | 74 |
| Perry | 3,900 | 2,500 | 64 |
| Pickens | 5,100 | 3,600 | 71 |
| Pike | 6,700 | 4,800 | 72 |
| Randolph | 4,800 | 3,500 | 73 |
| Russell | 11,700 | 9,000 | 77 |
| Saint Clair | 6,300 | 4,700 | 75 |
| Shelby | 8,000 | 5,900 | 74 |
| Sumter | 4,700 | 3,000 | 64 |
| Talladega | 16,000 | 12,900 | 81 |
| Tallapoosa | 8,900 | 6,700 | 76 |
| Tuscaloosa | 26,500 | 19,300 | 73 |
| Walker | 13,900 | 10,800 | 78 |
| Washington | 3,500 | 2,500 | 70 |
| Wilcox | 4,100 | 2,700 | 66 |
| Winston | 3,600 | 2,600 | 72 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **ARIZONA** | **383,200** | **322,800** | **84** |
| Apache | 5,700 | 3,400 | 60 |
| Cochise | 16,200 | 12,400 | 77 |
| Coconino | 11,000 | 8,700 | 79 |
| Gila | 7,100 | 5,700 | 81 |
| Graham | 3,600 | 2,700 | 74 |
| Greenlee | 2,900 | 2,200 | 76 |
| Maricopa | 198,400 | 172,300 | 87 |
| Mohave | 2,200 | 1,600 | 74 |
| Navajo | 9,400 | 6,900 | 74 |
| Pima E | 79,100 | 70,100 | 89 |
| Pima W | 6,300 | 4,200 | 67 |
| Pinal | 16,200 | 13,000 | 80 |
| Santa Cruz | 2,800 | 2,100 | 74 |
| Yavapai | 8,800 | 6,500 | 74 |
| Yuma | 13,500 | 11,000 | 81 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **ARKANSAS** | **493,000** | **386,000** | **78** |
| Arkansas | 6,700 | 5,400 | 80 |
| Ashley | 6,300 | 5,100 | 80 |
| Baxter | 2,700 | 2,000 | 73 |
| Benton | 11,300 | 8,000 | 71 |
| Boone | 4,800 | 3,900 | 81 |
| Bradley | 3,700 | 2,700 | 74 |
| Calhoun | 1,400 | 1,100 | 76 |
| Carroll | 3,700 | 2,700 | 74 |
| Chicot | 5,400 | 4,300 | 79 |
| Clark | 5,700 | 4,700 | 82 |
| Clay | 5,800 | 4,500 | 77 |
| Cleburne | 2,400 | 1,800 | 76 |
| Cleveland | 1,900 | 1,400 | 72 |
| Columbia | 7,200 | 6,100 | 85 |
| Conway | 4,000 | 3,100 | 77 |
| Craighead | 12,700 | 10,300 | 81 |
| Crawford | 6,000 | 4,500 | 75 |
| Crittenden | 12,300 | 9,400 | 77 |
| Cross | 5,000 | 3,800 | 76 |
| Dallas | 2,700 | 2,000 | 76 |
| Desha | 5,300 | 4,200 | 79 |
| Drew | 4,000 | 3,200 | 80 |
| Faulkner | 6,300 | 5,200 | 82 |
| Franklin | 2,800 | 1,700 | 62 |
| Fulton | 1,700 | 1,100 | 64 |
| Garland | 14,400 | 11,600 | 81 |
| Grant | 2,300 | 1,800 | 79 |
| Greene | 6,600 | 5,100 | 77 |
| Hempstead | 5,200 | 3,900 | 74 |
| Hot Spring | 5,800 | 4,300 | 74 |
| Howard | 2,900 | 2,200 | 76 |
| Independence | 5,600 | 4,400 | 78 |
| Izard | 1,800 | 1,300 | 71 |
| Jackson | 6,200 | 4,800 | 77 |
| Jefferson | 23,100 | 18,600 | 80 |
| Johnson | 3,700 | 2,600 | 71 |
| Lafayette | 2,700 | 2,100 | 77 |
| Lawrence | 4,500 | 3,000 | 66 |
| Lee | 5,300 | 3,700 | 71 |
| Lincoln | 3,700 | 2,800 | 75 |
| Little River | 2,500 | 2,000 | 79 |
| Logan | 4,200 | 2,900 | 69 |
| Lonoke | 6,500 | 5,200 | 80 |
| Madison | 2,100 | 1,300 | 63 |
| Marion | 1,600 | 1,000 | 64 |
| Miller | 9,200 | 7,600 | 82 |
| Mississippi | 18,000 | 14,400 | 80 |
| Monroe | 4,500 | 3,100 | 69 |
| Montgomery | 1,400 | 1,000 | 74 |
| Nevada | 2,800 | 2,100 | 74 |
| Newton | 1,400 | 1,000 | 73 |
| Ouachita | 8,700 | 7,000 | 80 |
| Perry | 1,200 | 900 | 73 |
| Phillips | 12,000 | 8,800 | 74 |
| Pike | 2,100 | 1,500 | 73 |
| Poinsett | 7,600 | 5,800 | 76 |
| Polk | 3,300 | 2,500 | 76 |
| Pope | 5,700 | 4,100 | 72 |
| Prairie | 2,600 | 1,900 | 74 |
| Pulaski | 72,100 | 60,500 | 84 |
| Randolph | 3,000 | 2,200 | 73 |
| St. Francis | 8,600 | 6,400 | 75 |
| Saline | 7,100 | 5,900 | 83 |
| Scott | 2,000 | 1,400 | 70 |
| Searcy | 2,200 | 1,600 | 71 |
| Sebastian | 20,300 | 17,100 | 84 |
| Sevier | 2,900 | 2,400 | 82 |
| Sharp | 1,600 | 1,100 | 70 |
| Stone | 1,600 | 1,200 | 73 |
| Union | 14,400 | 12,000 | 83 |
| Van Buren | 1,900 | 1,400 | 75 |
| Washington | 16,500 | 11,800 | 72 |
| White | 9,200 | 6,900 | 75 |
| Woodruff | 3,400 | 2,900 | 85 |
| Yell | 3,200 | 2,700 | 84 |

## U.S. TELEVISION HOMES continued

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **CALIFORNIA** | **5,215,100** | **4,837,600** | **93** |
| Alameda E | 9,300 | 8,400 | 91 |
| Alameda W | 290.500 | 263,500 | 91 |
| Alpine | 100 | 100 | 75 |
| Amador | 3,300 | 2,900 | 87 |
| Butte | 28,400 | 24,600 | 87 |
| Calaveras | 3,400 | 2,900 | 84 |
| Colusa | 3,800 | 3,300 | 87 |
| Contra Costa E | 3,800 | 3,700 | 99 |
| Contra Costa W | 119,100 | 118,500 | 99 |
| Del Norte | 5,900 | 5,000 | 85 |
| Eldorado | 10,200 | 8,400 | 82 |
| Fresno | 114,200 | 106,600 | 93 |
| Glenn | 5,300 | 4,800 | 90 |
| Humboldt | 35,300 | 30,900 | 87 |
| Imperial | 19,900 | 16,200 | 81 |
| Inyo | 4,000 | 3,000 | 76 |
| Kern | 88,800 | 83,900 | 95 |
| Kings | 14,800 | 12,500 | 85 |
| Lake | 4,800 | 3,700 | 77 |
| Lassen | 4,100 | 3,100 | 75 |
| Los Angeles | 2,074,100 | 1,960,900 | 95 |
| Madera | 11,800 | 10,000 | 85 |
| Marin | 46,400 | 42,700 | 92 |
| Mariposa | 1,500 | 1,300 | 84 |
| Mendocina | 16,000 | 12,700 | 79 |
| Merced | 27,100 | 23,700 | 87 |
| Modoc | 2,500 | 1,900 | 76 |
| Mono | 700 | 600 | 83 |
| Monterey | 59,900 | 51,100 | 85 |
| Napa | 19,300 | 16,700 | 87 |
| Nevada | 7,400 | 5,500 | 74 |
| Orange | 250,000 | 235,600 | 94 |
| Placer | 17,700 | 15,100 | 85 |
| Plumas | 3,600 | 2,900 | 81 |
| Riverside E. | 6,100 | 5,500 | 91 |
| Riverside W. | 98,900 | 89,900 | 91 |
| Sacramento | 163,700 | 155,100 | 95 |
| San Benito | 4,800 | 4,200 | 87 |
| San Bernardino E | 3,800 | 3,400 | 90 |
| San Bernardino W | 162,800 | 146,800 | 90 |
| San Diego | 318,300 | 301,700 | 95 |
| San Francisco | 261,700 | 233,500 | 89 |
| San Joaquin | 79,900 | 74,400 | 93 |
| San Luis Obispo | 28,000 | 24,200 | 87 |
| San Mateo | 148,100 | 144,800 | 98 |
| Santa Barbara | 57,100 | 49,800 | 87 |
| Santa Clara | 207,900 | 195,000 | 94 |
| Santa Cruz | 31,800 | 28,200 | 89 |
| Shasta | 20,000 | 17,400 | 87 |
| Sierra | 600 | 500 | 79 |
| Siskiyou | 11,000 | 9,200 | 84 |
| Solano | 36,400 | 35,100 | 96 |
| Sonoma | 50,100 | 43,400 | 87 |
| Stanislaus | 48,600 | 42,300 | 87 |
| Sutter | 10,400 | 8,500 | 81 |
| Tehama | 8,500 | 7,100 | 84 |
| Trinity | 3,600 | 2,700 | 75 |
| Tulare | 50,700 | 44,300 | 87 |
| Tuolumme | 5,100 | 4,200 | 83 |
| Ventura | 59,500 | 53,300 | 90 |
| Yolo | 20,700 | 17,400 | 84 |
| Yuba | 10,000 | 9,000 | 90 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **COLORADO** | **532,100** | **455,000** | **86** |
| Adams | 33,100 | 27,600 | 83 |
| Alamosa | 2,600 | 2,100 | 81 |
| Arapahoe | 35,000 | 31,800 | 91 |
| Archuleta | 600 | 500 | 77 |
| Baca | 1,900 | 1,300 | 69 |
| Bent | 1,800 | 1,300 | 73 |
| Boulder | 23,000 | 20,800 | 90 |
| Chaffee | 2,700 | 2,200 | 81 |
| Cheyenne | 800 | 500 | 67 |
| Clear Creek | 800 | 700 | 81 |
| Conejos | 2,000 | 1,600 | 82 |
| Costilla | 800 | 600 | 73 |
| Crowley | 1,000 | 800 | 84 |
| Custer | 300 | 200 | 66 |
| Delta | 4,700 | 3,500 | 74 |
| Denver | 164,400 | 147,200 | 90 |
| Dolores | 500 | 400 | 72 |
| Douglas | 1,300 | 1,100 | 88 |
| Eagle | 1,300 | 800 | 59 |
| Elbert | 1,000 | 800 | 79 |
| El Paso | 40,200 | 35,500 | 88 |
| Fremont | 5,700 | 4,700 | 83 |
| Garfield | 3,700 | 2,600 | 69 |
| Gilpin | 200 | 200 | 83 |
| Grand | 1,100 | 700 | 67 |
| Gunnison | 1,600 | 1,200 | 72 |
| Hinsdale | 100 | 100 | 82 |
| Huerfano | 2,200 | 1,500 | 70 |
| Jackson | 500 | 400 | 74 |
| Jefferson | 38,900 | 31,400 | 81 |
| Kiowa | 600 | 400 | 63 |
| Kit Carson | 2,000 | 1,300 | 66 |
| Lake | 2,300 | 1,600 | 70 |
| La Plata | 5,500 | 4,500 | 83 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Larimer | 17,200 | 15,200 | 88 |
| Las Animas | 5,500 | 3,900 | 70 |
| Lincoln | 1,500 | 1,100 | 74 |
| Logan | 5,700 | 4,800 | 84 |
| Mesa | 15,800 | 13,200 | 84 |
| Mineral | 100 | 100 | 61 |
| Moffat | 2,200 | 1,500 | 68 |
| Montezuma | 4,000 | 3,000 | 75 |
| Montrose | 5,400 | 4,500 | 84 |
| Morgan | 6,200 | 5,700 | 92 |
| Otero | 6,900 | 5,700 | 82 |
| Ouray | 600 | 400 | 73 |
| Park | 500 | 400 | 76 |
| Phillips | 1,100 | 900 | 81 |
| Pitkin | 800 | 600 | 79 |
| Prowers | 3,600 | 2,400 | 66 |
| Pueblo | 34,300 | 30,300 | 88 |
| Rio Blanco | 1,500 | 1,000 | 63 |
| Rio Grande | 2,600 | 1,700 | 65 |
| Routt | 1,800 | 1,000 | 55 |
| Saguache | 1,100 | 900 | 78 |
| San Juan | 200 | 200 | 81 |
| San Miguel | 900 | 700 | 78 |
| Sedgwick | 1,200 | 1,000 | 87 |
| Summit | 700 | 500 | 77 |
| Teller | 800 | 600 | 80 |
| Washington | 1,900 | 1,500 | 78 |
| Weld | 21,100 | 18,300 | 87 |
| Yuma | 2,700 | 2,000 | 75 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **CONNECTICUT** | **767,500** | **728,400** | **95** |
| Fairfield | 198,500 | 191,600 | 97 |
| Hartford | 208,600 | 196,300 | 94 |
| Litchfield | 36,900 | 33,800 | 91 |
| Middiesex | 26,400 | 23,900 | 90 |
| New Haven | 201,100 | 193,700 | 96 |
| New London | 55,700 | 53,300 | 96 |
| Tolland | 19,500 | 17,100 | 88 |
| Windham | 20,800 | 18,700 | 90 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **DELAWARE** | **132,500** | **123,500** | **93** |
| Kent | 20,100 | 18,400 | 92 |
| New Castle | 89,600 | 85,600 | 96 |
| Sussex | 22,800 | 19,500 | 85 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **DIS. OF COLUMBIA** | **220,900** | **196,500** | **89** |
| Washington | 220,900 | 196,500 | 89 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **FLORIDA** | **1,570,300** | **1,376,200** | **88** |
| Alachua | 18,800 | 14,700 | 78 |
| Baker | 1,500 | 1,200 | 81 |
| Bay | 18,400 | 15,500 | 84 |
| Bradford | 3,000 | 2,400 | 79 |
| Brevard | 38,900 | 34,200 | 88 |
| Broward | 114,700 | 103,900 | 91 |
| Calhoun | 1,900 | 1,400 | 74 |
| Charlotte | 4,800 | 4,100 | 85 |
| Citrus | 2,600 | 2,000 | 78 |
| Clay | 4,700 | 4,000 | 85 |
| Collier | 5,000 | 3,900 | 78 |
| Columbia | 5,200 | 4,300 | 82 |
| Dade | 316,900 | 285,900 | 90 |
| De Soto | 3,100 | 2,600 | 83 |
| Dixie | 1,000 | 800 | 79 |
| Duval | 130,600 | 116,900 | 90 |
| Escambia | 48,100 | 41,000 | 85 |
| Flagler | 1,300 | 1,100 | 87 |
| Franklin | 1,900 | 1,400 | 72 |
| Gadsden | 10,100 | 7,800 | 77 |
| Gilchrist | 600 | 500 | 76 |
| Glades | 800 | 600 | 79 |
| Gulf | 2,700 | 2,300 | 85 |
| Hamilton | 1,900 | 1,400 | 76 |
| Hardee | 3,500 | 2,900 | 83 |
| Hendry | 2,500 | 2,100 | 83 |
| Hernando | 3,400 | 2,900 | 85 |
| Highlands | 7,100 | 6,000 | 84 |
| Hillsborough | 128,100 | 115,100 | 90 |
| Holmes | 2,500 | 1,800 | 72 |
| Indian River | 8,500 | 6,900 | 82 |
| Jackson | 8,700 | 6,800 | 78 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Jefferson | 2,400 | 1,900 | 80 |
| Lafayette | 700 | 500 | 71 |
| Lake | 17,400 | 14,800 | 85 |
| Lee | 18,200 | 15,600 | 86 |
| Leon | 18,700 | 15,200 | 81 |
| Levy | 2,700 | 1,900 | 71 |
| Liberty | 900 | 600 | 70 |
| Madison | 3,300 | 2,600 | 80 |
| Manatee | 22,400 | 20,100 | 90 |
| Marion | 14,900 | 12,900 | 86 |
| Martin | 5,900 | 5,000 | 85 |
| Monroe | 13,800 | 12,400 | 90 |
| Nassau | 4,200 | 3,600 | 86 |
| Okaloosa | 16,500 | 14,000 | 85 |
| Okeechobee | 1,900 | 1,600 | 84 |
| Orange | 88,400 | 79,800 | 90 |
| Osceola | 6,660 | 5,700 | 87 |
| Palm Beach | 78,400 | 68,200 | 87 |
| Pasco | 11,600 | 9,400 | 81 |
| Pinellas | 136,600 | 119,600 | 88 |
| Polk | 60,600 | 50,800 | 84 |
| Putnam | 9,000 | 7,700 | 85 |
| St. Johns | 8,400 | 7,400 | 88 |
| St. Lucie | 12,500 | 10,700 | 85 |
| Santa Rosa | 7,600 | 6,100 | 81 |
| Sarasota | 25,700 | 23,200 | 90 |
| Seminole | 16,300 | 14,500 | 89 |
| Sumter | 3,200 | 2,600 | 82 |
| Suwannee | 3,800 | 3,100 | 81 |
| Taylor | 3,600 | 2,900 | 81 |
| Union | 1,600 | 1,300 | 80 |
| Volusia | 41,700 | 36,200 | 87 |
| Wakulla | 1,300 | 1,000 | 76 |
| Walton | 3,900 | 3,000 | 78 |
| Washington | 2,800 | 1,900 | 68 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **GEORGIA** | **1,064,700** | **902,700** | **85** |
| Appling | 3,100 | 2,100 | 68 |
| Atkinson | 1,400 | 900 | 65 |
| Bacon | 2,100 | 1,500 | 71 |
| Baker | 1,000 | 800 | 77 |
| Baldwin | 8,600 | 6,800 | 79 |
| Banks | 1,600 | 1,200 | 77 |
| Barrow | 3,900 | 3,100 | 79 |
| Bartow | 7,100 | 6,100 | 85 |
| Ben Hill | 3,800 | 2,500 | 66 |
| Berrien | 2,800 | 2,100 | 73 |
| Bibb | 40,400 | 36,100 | 89 |
| Bleckley | 2,500 | 2,100 | 83 |
| Brantley | 1,200 | 800 | 68 |
| Brooks | 3,400 | 2,600 | 75 |
| Bryan | 1,400 | 1,100 | 79 |
| Bulloch | 6,100 | 5,400 | 89 |
| Burke | 5,100 | 3,900 | 77 |
| Butts | 2,200 | 1,700 | 78 |
| Calhoun | 1,800 | 1,400 | 75 |
| Camden | 2,900 | 2,300 | 81 |
| Candler | 1,700 | 1,400 | 81 |
| Carroll | 9,600 | 7,500 | 79 |
| Catoosa | 5,700 | 4,700 | 82 |
| Charlton | 1,400 | 1,100 | 80 |
| Chatham | 56,700 | 50,700 | 89 |
| Chattahoochee | 1,300 | 1,100 | 84 |
| Chattooga | 4,800 | 4,000 | 84 |
| Cherokee | 5,800 | 4,800 | 84 |
| Clarke | 11,800 | 10,200 | 86 |
| Clay | 1,300 | 1,000 | 73 |
| Clayton | 12,500 | 10,800 | 86 |
| Clinch | 1,700 | 1,300 | 77 |
| Cobb | 31,600 | 28,600 | 91 |
| Coffee | 5,200 | 4,100 | 79 |
| Colquitt | 8,700 | 6,900 | 79 |
| Columbia | 3,500 | 2,900 | 84 |
| Cook | 3,100 | 2,300 | 74 |
| Coweta | 7,700 | 6,800 | 88 |
| Crawford | 1,300 | 1,000 | 76 |
| Crisp | 5,400 | 4,300 | 79 |
| Dade | 1,800 | 1,300 | 71 |
| Dawson | 900 | 700 | 80 |
| Decatur | 7,000 | 5,800 | 83 |
| De Kalb | 79,000 | 71,000 | 90 |
| Dodge | 4,100 | 3,100 | 76 |
| Dooly | 2,800 | 2,100 | 76 |
| Dougherty | 22,400 | 19,300 | 86 |
| Douglas | 4,100 | 3,500 | 86 |
| Early | 3,200 | 2,400 | 76 |
| Echols | 300 | 200 | 80 |
| Effingham | 2,500 | 2,000 | 81 |
| Elbert | 4,500 | 3,700 | 81 |
| Emanuel | 4,400 | 3,300 | 76 |
| Evans | 1,800 | 1,500 | 85 |
| Fannin | 3,300 | 2,400 | 73 |
| Fayette | 2,100 | 1,600 | 77 |
| Floyd | 18,300 | 15,900 | 87 |
| Forsyth | 3,200 | 2,500 | 80 |
| Franklin | 3,300 | 2,700 | 81 |
| Fulton | 166,900 | 152,300 | 91 |
| Gilmer | 2,100 | 1,500 | 71 |
| Glascock | 500 | 400 | 75 |
| Glynn | 11,800 | 9,900 | 83 |
| Gordon | 5,000 | 4,100 | 82 |
| Grady | 4,600 | 3,700 | 80 |
| Greene | 2,800 | 2,000 | 73 |
| Gwinnett | 11,700 | 10,500 | 89 |
| Habersham | 4,600 | 3,600 | 79 |
| Hall | 13,400 | 11,300 | 84 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Hancock | 2,400 | 1,800 | 77 |
| Haralson | 3,700 | 3,200 | 85 |
| Harris | 2,800 | 1,900 | 69 |
| Hart | 3,900 | 3,100 | 79 |
| Heard | 1,300 | 1,000 | 75 |
| Henry | 4,300 | 3,600 | 84 |
| Houston | 9,200 | 8,200 | 89 |
| Irwin | 2,000 | 1,400 | 72 |
| Jackson | 4,600 | 3,600 | 79 |
| Jasper | 1,500 | 1,200 | 79 |
| Jeff Davis | 2,300 | 1,500 | 65 |
| Jefferson | 4,400 | 3,300 | 75 |
| Jenkins | 2,300 | 1,800 | 80 |
| Johnson | 2,100 | 1,500 | 71 |
| Jones | 2,200 | 1,700 | 77 |
| Lamar | 2,700 | 2,200 | 81 |
| Lanier | 1,400 | 1,000 | 74 |
| Laurens | 8,100 | 6,400 | 79 |
| Lee | 1,600 | 1,200 | 78 |
| Liberty | 3,700 | 2,900 | 79 |
| Lincoln | 1,400 | 1,100 | 80 |
| Long | 1,000 | 800 | 77 |
| Lowndes | 13,300 | 10,900 | 82 |
| Lumpkin | 1,600 | 1,100 | 71 |
| McDuffie | 3,200 | 2,600 | 82 |
| McIntosh | 1,500 | 1,100 | 73 |
| Macon | 3,300 | 2,400 | 71 |
| Madison | 2,600 | 1,900 | 73 |
| Marion | 1,200 | 900 | 78 |
| Meriwether | 5,000 | 3,800 | 75 |
| Miller | 1,600 | 1,100 | 71 |
| Mitchell | 4,700 | 3,700 | 78 |
| Monroe | 2,700 | 2,300 | 85 |
| Montgomery | 1,400 | 1,000 | 69 |
| Morgan | 2,600 | 2,000 | 78 |
| Murray | 2,500 | 1,800 | 72 |
| Muscogee | 43,300 | 38,100 | 88 |
| Newton | 5,300 | 4,400 | 83 |
| Oconee Co. | 1,500 | 1,100 | 77 |
| Oglethorpe Co. | 2,000 | 1,500 | 75 |
| Paulding | 3,400 | 2,800 | 82 |
| Peach | 3,700 | 2,900 | 78 |
| Pickens | 2,300 | 1,700 | 75 |
| Pierce | 2,300 | 1,900 | 81 |
| Pike | 1,700 | 1,400 | 81 |
| Polk | 7,100 | 5,800 | 82 |
| Pulaski | 2,200 | 1,800 | 80 |
| Putnam | 1,900 | 1,500 | 80 |
| Quitman | 600 | 500 | 77 |
| Rabun | 1,800 | 1,400 | 79 |
| Randolph | 2,600 | 2,000 | 76 |
| Richmond | 35,800 | 31,800 | 89 |
| Rockdale | 2,700 | 2,200 | 82 |
| Schley | 800 | 600 | 77 |
| Screven | 3,700 | 3,000 | 81 |
| Seminole | 1,700 | 1,400 | 82 |
| Spaulding | 9,600 | 8,500 | 89 |
| Stephens | 4,800 | 4,000 | 83 |
| Stewart | 1,800 | 1,300 | 72 |
| Sumter | 6,700 | 5,300 | 79 |
| Talbot | 1,800 | 1,400 | 77 |
| Taliaferro | 800 | 600 | 74 |
| Tattnall | 3,800 | 2,900 | 77 |
| Taylor | 2,100 | 1,600 | 77 |
| Telfair | 2,800 | 2,000 | 72 |
| Terrell | 3,000 | 2,200 | 73 |
| Thomas | 9,000 | 7,400 | 83 |
| Tift | 600 | 4,600 | 76 |
| Toombs | 4,100 | 3,100 | 75 |
| Towns | 1,100 | 800 | 70 |
| Treutlen | 1,500 | 1,100 | 71 |
| Troup | 12,800 | 11,200 | 87 |
| Turner | 2,000 | 1,600 | 79 |
| Twiggs | 1,900 | 1,500 | 79 |
| Union | 1,500 | 1,200 | 80 |
| Upson | 6,200 | 5,300 | 86 |
| Walker | 12,600 | 11,300 | 90 |
| Walton | 5,200 | 4,200 | 81 |
| Ware | 8,800 | 7,800 | 88 |
| Warren | 1,800 | 1,300 | 72 |
| Washington | 4,600 | 3,300 | 71 |
| Wayne | 4,500 | 3,500 | 77 |
| Webster | 600 | 500 | 76 |
| Wheeler | 1,300 | 800 | 64 |
| White | 1,700 | 1,300 | 77 |
| Whitfield | 11,300 | 9,600 | 85 |
| Wilcox | 1,900 | 1,500 | 78 |
| Wilkes | 2,800 | 2,100 | 76 |
| Wilkinson | 2,300 | 1,900 | 82 |
| Worth | 3,900 | 2,900 | 74 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **IDAHO** | **193,200** | **165,800** | **86** |
| Ada | 29,800 | 26,300 | 88 |
| Adams | 900 | 600 | 71 |
| Bannock | 14,200 | 12,600 | 89 |
| Bear Lake | 1,900 | 1,700 | 89 |
| Benewah | 1,700 | 1,400 | 84 |
| Bingham | 7,000 | 6,100 | 87 |
| Blaine | 1,300 | 1,100 | 84 |
| Boise | 500 | 400 | 82 |
| Bonner | 4,800 | 3,900 | 81 |
| Bonneville | 14,000 | 12,600 | 90 |
| Boundary | 1,600 | 1,100 | 71 |
| Butte | 800 | 700 | 84 |
| Camas | 100 | 100 | 78 |
| Canyon | 17,000 | 14,600 | 86 |

## No Nielsen figures until October

Although ARB and A. C. Nielsen Co. were only two weeks apart last year in their respective estimates of the county-by-county tv home population (BROADCASTING, June 20, 1960), the coincidence will not be repeated this year. Nielsen will base its report on the 1960 U. S. Census and is still waiting for the Census Bureau to break out the necessary data.

Nielsen's Chicago headquarters last Wednesday said the census material for both tv and radio homes, country-by-country, had been expected by July 1 but processing delays in Washington now will push the date back possibly several months. Nielsen will include the census tv and radio homes data in its "NCS 1961," reporting tv and radio coverage of all stations, and had hoped to have its report by August. One unofficial guess now is October.

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Caribou | 1,600 | 1,300 | 83 |
| Cassia | 4,400 | 3,700 | 85 |
| Clark | 200 | 200 | 89 |
| Clearwater | 2,500 | 2,000 | 79 |
| Custer | 900 | 700 | 74 |
| Elmore | 4,500 | 3,600 | 80 |
| Franklin | 2,100 | 1,700 | 82 |
| Fremont | 2,300 | 2,000 | 89 |
| Gem | 2,800 | 2,500 | 88 |
| Gooding | 2,700 | 2,200 | 83 |
| Idaho | 3,900 | 3,000 | 77 |
| Jefferson | 2,600 | 2,300 | 88 |
| Jerome | 3,100 | 2,800 | 89 |
| Kootenai | 9,300 | 8,200 | 88 |
| Latah | 5,800 | 4,900 | 84 |
| Lemhi | 1,800 | 1,200 | 68 |
| Lewis | 1,300 | 1,100 | 82 |
| Lincoln | 1,100 | 900 | 85 |
| Madison | 2,200 | 1,900 | 86 |
| Minidoka | 3,900 | 3,400 | 88 |
| Nez Perce | 8,000 | 6,800 | 86 |
| Oneida | 800 | 700 | 85 |
| Owyhee | 1,700 | 1,500 | 89 |
| Payette | 3,600 | 3,000 | 82 |
| Power | 1,100 | 1,000 | 89 |
| Shoshone | 6,300 | 5,400 | 86 |
| Teton | 700 | 600 | 89 |
| Twin Falls | 12,900 | 11,100 | 86 |
| Valley | 1,000 | 900 | 88 |
| Washington | 2,500 | 2,000 | 82 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **ILLINOIS** | **3,185,300** | **2,939,700** | **92** |
| Adams | 22,000 | 19,700 | 90 |
| Alexander | 5,100 | 4,200 | 82 |
| Bond | 4,500 | 3,700 | 82 |
| Boone | 6,100 | 5,400 | 89 |
| Brown | 2,000 | 1,700 | 84 |
| Bureau | 12,100 | 10,700 | 88 |
| Calhoun | 1,700 | 1,300 | 78 |
| Carroll | 6,400 | 5,700 | 89 |
| Cass | 4,400 | 3,800 | 85 |
| Champaign | 36,200 | 29,700 | 82 |
| Christian | 12,200 | 11,000 | 90 |
| Clark | 5,300 | 4,500 | 85 |
| Clay | 5,000 | 4,000 | 81 |
| Clinton | 6,600 | 5,600 | 85 |
| Coles | 13,900 | 12,500 | 90 |
| Cook | 1,645,100 | 1,551,000 | 94 |
| Crawford | 6,700 | 5,800 | 87 |
| Cumberland | 3,000 | 2,200 | 74 |
| De Kalb | 15,500 | 14,200 | 92 |
| De Witt | 5,600 | 4,700 | 84 |
| Douglas | 6,000 | 5,300 | 88 |
| Du Page | 98,200 | 93,700 | 95 |
| Edgar | 7,400 | 6,500 | 88 |
| Edwards | 2,400 | 1,900 | 80 |
| Effingham | 6,900 | 5,700 | 83 |
| Fayette | 6,400 | 5,100 | 80 |
| Ford | 5,100 | 4,800 | 94 |
| Franklin | 12,800 | 10,100 | 79 |
| Fulton | 13,900 | 11,900 | 86 |
| Gallatin | 2,200 | 1,800 | 81 |
| Greene | 5,600 | 4,800 | 86 |
| Grundy | 6,600 | 5,700 | 87 |
| Hamilton | 3,100 | 2,300 | 75 |
| Hancock | 8,000 | 7,100 | 89 |
| Hardin | 1,700 | 1,300 | 79 |
| Henderson | 2,400 | 2,100 | 87 |
| Henry | 15,900 | 13,900 | 87 |
| Iroquois | 10,400 | 8,900 | 86 |
| Jackson | 13,500 | 11,400 | 84 |
| Jasper | 3,500 | 2,700 | 78 |
| Jefferson | 10,200 | 8,200 | 81 |
| Jersey | 5,200 | 4,200 | 81 |
| Jo Daviess | 6,600 | 5,700 | 86 |
| Johnson | 2,000 | 1,500 | 77 |
| Kane | 63,700 | 62,800 | 99 |

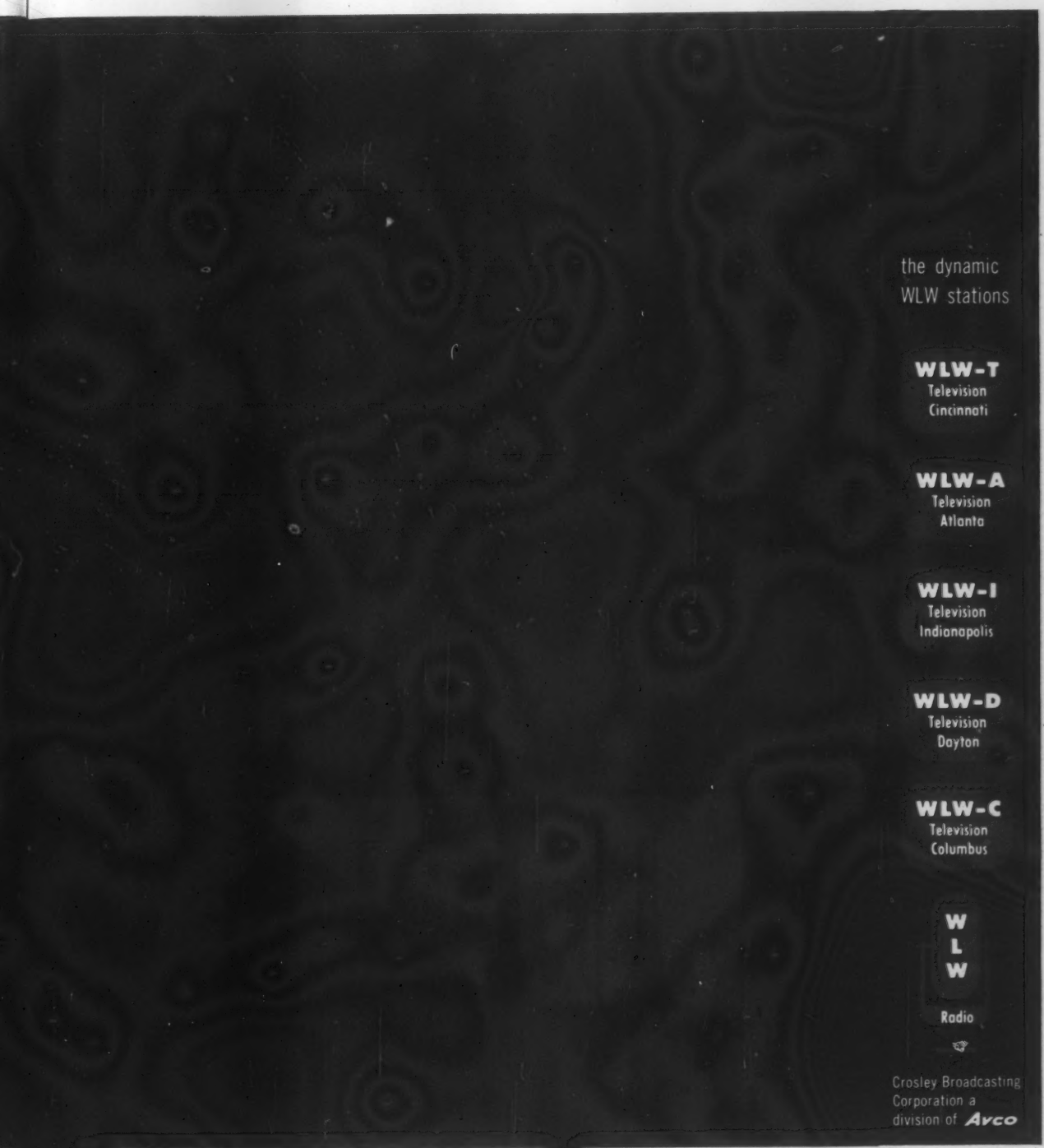
| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Kankakee | 23,900 | 21,800 | 91 |
| Kendall | 5,300 | 4,900 | 92 |
| Knox | 20,300 | 17,900 | 88 |
| Lake | 86,100 | 83,100 | 97 |
| La Salle | 35,100 | 32,900 | 94 |
| Lawrence | 5,700 | 4,600 | 81 |
| Lee | 10,700 | 9,400 | 87 |
| Livingston | 12,200 | 10,200 | 84 |
| Logan | 9,100 | 7,700 | 84 |
| McDonough | 9,200 | 7,900 | 85 |
| McHenry | 26,900 | 26,600 | 99 |
| McLean | 26,200 | 23,300 | 89 |
| Macon | 38,500 | 36,400 | 95 |
| Macoupin | 14,300 | 12,200 | 85 |
| Madison | 71,600 | 66,500 | 93 |
| Marion | 12,800 | 11,200 | 87 |
| Marshall | 4,200 | 3,600 | 87 |
| Mason | 5,000 | 4,200 | 85 |
| Massac | 4,800 | 3,900 | 81 |
| Menard | 2,700 | 2,400 | 88 |
| Mercer | 5,300 | 4,800 | 90 |
| Monroe | 4,800 | 4,300 | 90 |
| Montgomery | 10,300 | 9,300 | 90 |
| Morgan | 10,400 | 8,700 | 83 |
| Moultrie | 4,200 | 3,500 | 83 |
| Ogle | 12,400 | 11,200 | 90 |
| Peoria | 58,800 | 54,300 | 92 |
| Perry | 5,700 | 4,800 | 84 |
| Piatt | 4,800 | 4,300 | 90 |
| Pike | 6,600 | 5,300 | 81 |
| Pope | 1,200 | 900 | 75 |
| Pulaski | 3,100 | 2,400 | 78 |
| Putnam | 1,300 | 1,100 | 85 |
| Randolph | 8,400 | 7,200 | 85 |
| Richland | 5,600 | 4,400 | 79 |
| Rock Island | 47,400 | 44,800 | 94 |
| St. Clair | 81,400 | 74,300 | 91 |
| Saline | 8,400 | 7,300 | 87 |
| Sangamon | 48,000 | 42,800 | 89 |
| Schuyler | 2,800 | 2,400 | 84 |
| Scott | 2,000 | 1,600 | 81 |
| Shelby | 7,600 | 6,600 | 87 |
| Stark | 2,500 | 2,200 | 89 |
| Stephenson | 15,000 | 13,100 | 87 |
| Tazewell | 31,900 | 29,200 | 92 |
| Union | 4,900 | 3,900 | 80 |
| Vermilion | 31,100 | 27,000 | 87 |
| Wabash | 4,100 | 3,400 | 84 |
| Warren | 6,700 | 5,900 | 88 |
| Washington | 4,300 | 3,300 | 77 |
| Wayne | 6,000 | 4,500 | 74 |
| White | 6,000 | 5,100 | 84 |
| Whiteside | 19,300 | 17,500 | 91 |
| Will | 57,700 | 52,900 | 92 |
| Williamson | 15,600 | 13,000 | 83 |
| Winnebago | 68,600 | 64,700 | 94 |
| Woodford | 7,400 | 6,200 | 83 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **INDIANA** | **1,441,400** | **1,282,700** | **89** |
| Adams | 7,200 | 6,400 | 89 |
| Allen | 73,800 | 68,000 | 92 |
| Bartholomew | 14,900 | 13,200 | 89 |
| Benton | 3,500 | 3,000 | 86 |
| Blackford | 4,500 | 3,900 | 86 |
| Boone | 9,000 | 8,200 | 91 |
| Brown | 1,800 | 1,400 | 76 |
| Carroll | 5,400 | 4,600 | 86 |
| Cass | 12,100 | 9,800 | 81 |
| Clark | 18,900 | 17,200 | 91 |
| Clay | 7,900 | 6,700 | 85 |
| Clinton | 10,100 | 8,400 | 84 |
| Crawford | 2,400 | 1,900 | 77 |
| Daviess | 7,900 | 6,400 | 81 |
| Dearborn | 8,500 | 7,200 | 85 |
| Decatur | 6,000 | 5,200 | 86 |
| Dekalb | 8,900 | 8,100 | 91 |
| Delaware | 35,400 | 32,700 | 93 |

# HOME OF THE GODS: RENT-$1 A YEAR

High on a beautiful hilltop over Cincinnati—silhouetted against the clouds... stands historic Mt. Olympus. It is the modern "home of the gods"... of learning and imagination and wisdom. It is the home of WCET Educational Television Station.

Mt. Olympus includes one of the world's largest and finest TV studios with a giant TV tower built by the Crosley Broadcasting Corporation at a cost of $500,000—but these telecasting facilities are now rented as a public service to WCET for only $1 a year.




WCET, which was the first Educational TV Station licensed in the U. S., is operated by the Greater Cincinnati TV Educational Foundation composed of 52 school systems, colleges, and universities. This year the educational programs of WCET are being viewed in 28,000 homes and in over 400 schools by thousands of students throughout the Cincinnati area.

So the Crosley Broadcasting Corporation considers it an honor to rent its half-million-dollar Mt. Olympus facilities to WCET for $1 a year. **Our pride and our privilege.**

## U.S. TELEVISION HOMES continued

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Dubois | 7,600 | 6,600 | 87 |
| Elkhart | 34,000 | 27,600 | 81 |
| Fayette | 7,200 | 6,400 | 89 |
| Floyd | 16,300 | 15,000 | 92 |
| Fountain | 6,200 | 5,400 | 88 |
| Franklin | 4,400 | 3,400 | 78 |
| Fulton | 5,500 | 4,300 | 78 |
| Gibson | 9,300 | 7,900 | 85 |
| Grant | 23,600 | 19,800 | 84 |
| Greene | 8,700 | 7,400 | 85 |
| Hamilton | 13,000 | 11,700 | 90 |
| Hancock | 8,700 | 7,600 | 88 |
| Harrison | 5,400 | 4,200 | 78 |
| Hendricks | 12,800 | 11,700 | 91 |
| Henry | 14,600 | 12,900 | 89 |
| Howard | 22,000 | 20,100 | 91 |
| Huntington | 10,900 | 9,800 | 90 |
| Jackson | 9,400 | 8,300 | 88 |
| Jasper | 5,400 | 4,400 | 82 |
| Jay | 7,100 | 5,400 | 76 |
| Jefferson | 6,700 | 5,800 | 87 |
| Jennings | 4,500 | 3,800 | 84 |
| Johnson | 13,900 | 12,700 | 91 |
| Knox | 13,000 | 10,900 | 84 |
| Kosciusko | 13,100 | 11,600 | 88 |
| Lagrange | 4,800 | 3,600 | 76 |
| Lake | 151,500 | 137,400 | 91 |
| La Porte | 28,700 | 25,900 | 90 |
| Lawrence | 11,200 | 9,600 | 85 |
| Madison | 40,200 | 36,800 | 92 |
| Marion | 224,700 | 209,200 | 93 |
| Marshall | 10,000 | 8,600 | 86 |
| Martin | 3,100 | 2,400 | 76 |
| Miami | 12,700 | 9,900 | 78 |
| Monroe | 15,000 | 13,000 | 87 |
| Montgomery | 10,600 | 9,500 | 89 |
| Morgan | 10,600 | 9,500 | 90 |
| Newton | 3,500 | 3,100 | 89 |
| Noble | 8,700 | 7,400 | 86 |
| Ohio | 1,100 | 1,000 | 90 |
| Orange | 5,100 | 4,100 | 80 |
| Owen | 3,500 | 2,800 | 79 |
| Parke | 4,600 | 4,100 | 88 |
| Perry | 4,900 | 4,000 | 81 |
| Pike | 3,900 | 3,200 | 81 |
| Porter | 17,800 | 15,400 | 87 |
| Posey | 5,600 | 4,900 | 87 |
| Pulaski | 3,800 | 2,700 | 72 |
| Putnam | 7,200 | 6,100 | 85 |
| Randolph | 9,300 | 8,400 | 90 |
| Ripley | 6,300 | 5,200 | 82 |
| Rush | 6,100 | 5,500 | 90 |
| St. Joseph | 72,000 | 67,100 | 93 |
| Scott | 4,600 | 3,700 | 81 |
| Shelby | 11,100 | 10,100 | 91 |
| Spencer | 4,600 | 3,600 | 77 |
| Starke | 5,400 | 4,400 | 82 |
| Steuben | 5,200 | 4,700 | 89 |
| Sullivan | 7,100 | 6,100 | 86 |
| Switzerland | 2,100 | 1,800 | 87 |
| Tippecanoe | 25,500 | 20,900 | 82 |
| Tipton | 4,700 | 3,900 | 82 |
| Union | 1,900 | 1,600 | 82 |
| Vanderburgh | 52,200 | 46,700 | 90 |
| Vermillion | 5,600 | 4,800 | 85 |
| Vigo | 35,600 | 33,900 | 95 |
| Wabash | 10,300 | 9,100 | 89 |
| Warren | 2,600 | 2,100 | 82 |
| Warrick | 7,200 | 6,100 | 85 |
| Washington | 5,300 | 4,300 | 81 |
| Wayne | 22,500 | 20,100 | 89 |
| Wells | 6,600 | 5,600 | 85 |
| White | 6,400 | 5,600 | 88 |
| Whitley | 6,900 | 6,200 | 91 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **IOWA** | **849,300** | **767,500** | **90** |
| Adair | 3,500 | 3,000 | 85 |
| Adams | 2,200 | 2,000 | 89 |
| Allamakee | 4,500 | 4,000 | 89 |
| Appanoose | 5,300 | 4,400 | 83 |
| Audubon | 3,200 | 2,900 | 89 |
| Benton | 7,500 | 7,000 | 93 |
| Black Hawk | 37,600 | 35,200 | 94 |
| Boone | 8,400 | 7,700 | 92 |
| Bremer | 6,300 | 5,500 | 87 |
| Buchanan | 6,000 | 5,600 | 93 |
| Buena Vista | 6,800 | 6,400 | 94 |
| Butler | 5,300 | 4,600 | 87 |
| Calhoun | 5,000 | 4,500 | 90 |
| Carroll | 6,700 | 6,000 | 89 |
| Cass | 5,900 | 5,500 | 93 |
| Cedar | 5,300 | 4,900 | 92 |
| Cerro Gordo | 15,700 | 14,400 | 91 |
| Cherokee | 5,100 | 4,600 | 90 |
| Chickasaw | 4,400 | 3,700 | 84 |
| Clarke | 2,700 | 2,300 | 83 |
| Clay | 5,600 | 5,000 | 89 |
| Clayton | 6,600 | 5,900 | 89 |
| Clinton | 17,200 | 16,400 | 95 |
| Crawford | 5,400 | 4,900 | 90 |
| Dallas | 7,900 | 7,100 | 90 |
| Davis | 2,900 | 2,600 | 88 |
| Decatur | 3,200 | 2,500 | 77 |
| Delaware | 5,400 | 4,800 | 88 |
| Des Moines | 14,400 | 12,900 | 90 |
| Dickinson | 3,800 | 3,400 | 89 |
| Dubuque | 21,600 | 19,400 | 90 |
| Emmet | 4,500 | 3,800 | 84 |
| Fayette | 8,500 | 7,600 | 90 |
| Floyd | 6,600 | 5,900 | 89 |
| Franklin | 4,700 | 4,200 | 89 |
| Fremont | 3,000 | 2,600 | 87 |
| Greene | 4,500 | 4,400 | 97 |
| Grundy | 4,400 | 4,100 | 93 |
| Guthrie | 4,000 | 3,800 | 95 |
| Hamilton | 6,600 | 5,900 | 90 |
| Hancock | 4,100 | 3,600 | 87 |
| Hardin | 7,600 | 7,400 | 97 |
| Harrison | 5,300 | 4,800 | 90 |
| Henry | 5,400 | 5,000 | 92 |
| Howard | 3,600 | 3,200 | 90 |
| Humboldt | 4,100 | 3,100 | 74 |
| Ida | 3,200 | 2,900 | 90 |
| Iowa | 5,200 | 4,800 | 91 |
| Jackson | 6,200 | 5,300 | 85 |
| Jasper | 11,300 | 9,600 | 85 |
| Jefferson | 5,100 | 4,800 | 94 |
| Johnson | 14,600 | 12,900 | 89 |
| Jones | 6,200 | 5,500 | 89 |
| Keokuk | 5,000 | 4,500 | 90 |
| Kossuth | 7,100 | 6,100 | 86 |
| Lee | 13,600 | 12,400 | 91 |
| Linn | 45,000 | 42,500 | 95 |
| Louisa | 3,100 | 2,900 | 93 |
| Lucas | 3,400 | 3,100 | 90 |
| Lyon | 4,100 | 3,400 | 84 |
| Madison | 3,900 | 3,600 | 92 |
| Mahaska | 7,500 | 6,700 | 89 |
| Marion | 7,700 | 6,400 | 83 |
| Marshall | 11,900 | 8,400 | 71 |
| Mills | 3,300 | 3,100 | 93 |
| Mitchell | 4,200 | 3,900 | 93 |
| Monona | 4,300 | 3,700 | 87 |
| Monroe | 2,900 | 2,500 | 86 |
| Montgomery | 4,800 | 3,900 | 81 |
| Muscatine | 10,600 | 9,800 | 92 |
| Obrien | 6,000 | 5,300 | 88 |
| Osceola | 2,800 | 2,500 | 88 |
| Page | 6,500 | 5,800 | 89 |
| Palo Alto | 4,200 | 3,700 | 89 |
| Plymouth | 7,000 | 6,500 | 93 |
| Pocahontas | 4,000 | 3,500 | 89 |
| Polk | 87,500 | 82,000 | 94 |
| Pottawattamie | 26,000 | 24,400 | 94 |
| Powes Hiek | 5,600 | 5,300 | 95 |
| Ringgold | 2,500 | 2,200 | 87 |
| Sac | 5,200 | 4,600 | 88 |
| Scott | 37,100 | 33,800 | 91 |
| Shelby | 4,700 | 3,400 | 72 |
| Sioux | 7,300 | 6,600 | 90 |
| Story | 13,800 | 12,500 | 90 |
| Tama | 6,700 | 6,000 | 89 |
| Taylor | 3,300 | 2,300 | 69 |
| Union | 4,500 | 3,900 | 87 |
| Van Buren | 3,300 | 3,000 | 90 |
| Wapello | 14,800 | 13,300 | 90 |
| Warren | 6,600 | 5,900 | 89 |
| Washington | 6,200 | 5,500 | 90 |
| Wayne | 3,200 | 2,700 | 86 |
| Webster | 14,800 | 13,900 | 94 |
| Winnebago | 3,700 | 2,700 | 74 |
| Winneshiek | 6,300 | 5,300 | 83 |
| Woodbury | 34,200 | 31,700 | 93 |
| Worth | 3,000 | 2,700 | 90 |
| Wright | 6,000 | 5,300 | 88 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **KANSAS** | **689,700** | **597,100** | **87** |
| Allen | 5,300 | 4,300 | 81 |
| Anderson | 2,800 | 2,200 | 80 |
| Atchison | 6,200 | 5,400 | 87 |
| Barber | 2,800 | 2,300 | 83 |
| Barton | 10,100 | 9,000 | 89 |
| Bourbon | 5,500 | 4,600 | 83 |
| Brown | 4,400 | 3,700 | 85 |
| Butler | 12,900 | 10,400 | 81 |
| Chase | 1,200 | 900 | 74 |
| Chautauqua | 2,000 | 1,600 | 82 |
| Cherokee | 7,200 | 5,900 | 82 |
| Cheyenne | 1,400 | 1,200 | 83 |
| Clark | 1,100 | 900 | 80 |
| Clay | 3,500 | 2,900 | 83 |
| Cloud | 4,700 | 3,500 | 75 |
| Coffey | 2,500 | 1,900 | 76 |
| Comanche | 1,000 | 800 | 80 |
| Cowley | 12,500 | 10,000 | 80 |
| Crawford | 12,800 | 10,900 | 85 |
| Decatur | 1,900 | 1,500 | 80 |
| Dickinson | 7,100 | 6,200 | 88 |
| Doniphan | 2,900 | 2,500 | 86 |
| Douglas | 13,400 | 11,300 | 84 |
| Edwards | 1,600 | 1,300 | 79 |
| Elk | 1,600 | 1,300 | 78 |
| Ellis | 5,500 | 4,700 | 86 |
| Ellsworth | 2,200 | 1,900 | 86 |
| Finney | 4,600 | 3,900 | 85 |
| Ford | 6,600 | 5,800 | 88 |
| Franklin | 6,300 | 5,500 | 88 |
| Geary | 10,100 | 8,100 | 80 |
| Gove | 1,000 | 700 | 70 |
| Graham | 1,300 | 1,100 | 81 |
| Grant | 1,500 | 1,200 | 77 |
| Gray | 1,100 | 900 | 86 |
| Greeley | 600 | 400 | 63 |
| Greenwood | 3,400 | 2,900 | 86 |
| Hamilton | 800 | 600 | 70 |
| Harper | 2,900 | 2,600 | 89 |
| Harvey | 8,000 | 6,200 | 77 |
| Haskell | 800 | 700 | 85 |
| Hodgeman | 900 | 800 | 85 |
| Jackson | 3,300 | 3,000 | 91 |
| Jefferson | 3,600 | 2,900 | 80 |
| Jewell | 2,200 | 1,700 | 79 |
| Johnson | 46,300 | 43,100 | 93 |
| Kearny | 1,000 | 800 | 79 |
| Kingman | 3,000 | 2,600 | 88 |
| Kiowa | 1,300 | 1,000 | 76 |
| Labette | 8,600 | 7,000 | 81 |
| Lane | 900 | 7,000 | 82 |
| Leavenworth | 13,200 | 10,600 | 80 |
| Lincoln | 1,700 | 1,300 | 74 |
| Linn | 2,600 | 2,000 | 76 |
| Logan | 1,100 | 700 | 65 |
| Lyon | 8,500 | 7,000 | 82 |
| McPherson | 7,700 | 6,000 | 78 |
| Marion | 4,800 | 3,900 | 82 |
| Marshall | 4,800 | 3,900 | 81 |
| Meade | 1,700 | 1,400 | 81 |
| Miami | 6,100 | 5,200 | 85 |
| Mitchell | 2,600 | 2,200 | 85 |
| Montgomery | 15,600 | 13,300 | 86 |
| Morris | 2,200 | 1,800 | 82 |
| Morton | 1,000 | 700 | 73 |
| Nemaha | 3,800 | 3,000 | 79 |
| Neosho | 6,200 | 5,600 | 90 |
| Ness | 1,600 | 1,400 | 85 |
| Norton | 2,400 | 1,800 | 74 |
| Osage | 4,300 | 3,800 | 88 |
| Osborne | 2,200 | 1,700 | 77 |
| Ottawa | 2,200 | 1,800 | 80 |
| Pawnee | 2,500 | 2,200 | 89 |
| Phillips | 3,000 | 2,500 | 85 |
| Pottawatomie | 3,700 | 3,300 | 89 |
| Pratt | 3,800 | 3,400 | 91 |
| Rawlins | 1,600 | 1,300 | 79 |
| Reno | 19,500 | 17,500 | 90 |
| Republic | 3,300 | 2,600 | 79 |
| Rice | 4,400 | 3,800 | 86 |
| Riley | 9,900 | 8,300 | 84 |
| Rooks | 3,000 | 2,600 | 88 |
| Rush | 1,800 | 1,500 | 84 |
| Russell | 3,400 | 2,900 | 86 |
| Saline | 15,700 | 13,700 | 87 |
| Scott | 1,400 | 1,100 | 78 |
| Sedgwick | 116,700 | 106,200 | 91 |
| Seward | 4,500 | 3,500 | 77 |
| Shawnee | 46,000 | 42,000 | 91 |
| Sheridan | 1,100 | 800 | 76 |
| Sherman | 2,100 | 1,700 | 80 |
| Smith | 2,500 | 2,100 | 84 |
| Stafford | 2,100 | 1,900 | 89 |
| Stanton | 600 | 500 | 81 |
| Stevens | 1,200 | 1,000 | 84 |
| Sumner | 8,400 | 7,300 | 87 |
| Thomas | 2,300 | 2,100 | 91 |
| Trego | 1,500 | 1,300 | 84 |
| Wabaunsee | 2,200 | 1,900 | 88 |
| Wallace | 600 | 400 | 72 |
| Washington | 3,300 | 2,800 | 84 |
| Wichita | 800 | 600 | 72 |
| Wilson | 4,300 | 3,500 | 82 |
| Woodson | 1,800 | 1,300 | 73 |
| Wyandotte | 58,200 | 53,100 | 91 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **KENTUCKY** | **824,400** | **639,600** | **78** |
| Adair | 3,700 | 2,300 | 62 |
| Allen | 3,600 | 2,700 | 75 |
| Anderson | 2,400 | 2,000 | 82 |
| Ballard | 2,500 | 2,000 | 80 |
| Barren | 8,200 | 5,700 | 70 |
| Bath | 2,400 | 1,500 | 64 |
| Bell | 8,200 | 5,700 | 70 |
| Boone | 6,400 | 5,200 | 81 |
| Bourbon | 5,200 | 3,900 | 75 |
| Boyd | 14,400 | 11,900 | 83 |
| Boyle | 5,800 | 4,800 | 83 |
| Bracken | 2,200 | 1,600 | 75 |
| Breathitt | 3,100 | 1,600 | 53 |
| Breckinridge | 4,200 | 3,000 | 72 |
| Bullitt | 4,500 | 3,600 | 80 |
| Butler | 2,200 | 1,700 | 79 |
| Caldwell | 4,000 | 3,100 | 78 |
| Calloway | 6,200 | 4,500 | 73 |
| Campbell | 27,200 | 20,600 | 76 |
| Carlisle | 1,500 | 1,100 | 75 |
| Carroll | 2,400 | 1,900 | 79 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Carter | 4,900 | 3,600 | 73 |
| Casey | 3,300 | 2,100 | 65 |
| Christian | 9,200 | 7,600 | 83 |
| Clarx | 6,100 | 4,700 | 77 |
| Clay | 4,100 | 2,800 | 67 |
| Clinton | 2,000 | 1,300 | 67 |
| Crittenden | 2,400 | 1,400 | 57 |
| Cumberland | 2,000 | 1,300 | 65 |
| Daviess | 20,300 | 17,600 | 87 |
| Edmonson | 2,000 | 1,300 | 63 |
| Elliott | 1,300 | 900 | 72 |
| Estill | 3,200 | 1,900 | 59 |
| Fayette | 38,600 | 30,400 | 79 |
| Fleming | 3,000 | 2,100 | 70 |
| Floyd | 8,900 | 6,800 | 77 |
| Franklin | 8,300 | 7,100 | 86 |
| Fulton | 3,100 | 2,500 | 82 |
| Gallatin | 1,200 | 1,000 | 82 |
| Garrard | 2,500 | 1,600 | 65 |
| Grant | 2,700 | 2,300 | 86 |
| Graves | 9,500 | 7,100 | 75 |
| Grayson | 4,300 | 3,000 | 69 |
| Green | 3,300 | 2,200 | 66 |
| Greenup | 7,400 | 5,400 | 73 |
| Hancock | 1,600 | 1,100 | 69 |
| Hardin | 12,200 | 9,200 | 76 |
| Harlan | 11,700 | 8,400 | 72 |
| Harrison | 4,200 | 3,500 | 82 |
| Hart | 3,900 | 2,700 | 69 |
| Henderson | 10,200 | 8,400 | 82 |
| Henry | 3,400 | 2,600 | 75 |
| Hickman | 2,000 | 1,500 | 73 |
| Hopkins | 11,200 | 8,500 | 76 |
| Jackson | 2,400 | 1,000 | 43 |
| Jefferson | 185,900 | 164,300 | 88 |
| Jassamine | 4,000 | 2,700 | 68 |
| Johnson | 4,600 | 3,400 | 74 |
| Kenton | 38,100 | 28,500 | 75 |
| Knott | 3,400 | 2,100 | 62 |
| Knox | 5,900 | 3,800 | 64 |
| Larue | 2,800 | 2,100 | 73 |
| Laurel | 6,100 | 4,200 | 69 |
| Lawrence | 3,000 | 2,000 | 65 |
| Lee | 1,700 | 1,000 | 58 |
| Leslie | 2,100 | 1,200 | 58 |
| Letcher | 6,500 | 4,100 | 63 |
| Lewis | 3,100 | 2,200 | 71 |
| Lincoln | 4,200 | 2,500 | 61 |
| Livingston | 2,100 | 1,400 | 66 |
| Logan | 5,600 | 4,400 | 79 |
| Lyon | 1,400 | 1,000 | 73 |
| McCracken | 17,800 | 14,300 | 80 |
| McCreary | 2,600 | 1,800 | 68 |
| McLean | 2,500 | 1,700 | 69 |
| Madison | 9,300 | 6,500 | 70 |
| Magoffin | 2,400 | 1,500 | 64 |
| Marion | 3,900 | 3,000 | 77 |
| Marshall | 5,100 | 4,100 | 79 |
| Martin | 2,000 | 1,400 | 71 |
| Mason | 5,200 | 4,200 | 80 |
| Meade | 3,800 | 2,600 | 68 |
| Menifee | 800 | 500 | 63 |
| Mercer | 4,200 | 3,300 | 79 |
| Metcalfe | 2,100 | 1,300 | 61 |
| Monroe | 3,000 | 2,100 | 70 |
| Montgomery | 2,900 | 2,200 | 75 |
| Morgan | 2,600 | 1,800 | 68 |
| Muhlenberg | 7,400 | 5,800 | 78 |
| Nelson | 5,500 | 4,400 | 79 |
| Nicholas | 2,100 | 1,500 | 73 |
| Ohio | 4,900 | 3,600 | 73 |
| Oldham | 3,200 | 2,700 | 85 |
| Owen | 2,500 | 1,800 | 72 |
| Owsley | 1,100 | 600 | 59 |
| Pendleton | 3,100 | 2,500 | 80 |
| Perry | 7,400 | 4,700 | 64 |
| Pike | 15,200 | 10,900 | 72 |
| Powell | 1,500 | 800 | 51 |
| Pulaski | 9,000 | 5,900 | 66 |
| Robertson | 700 | 500 | 68 |
| Rockcastle | 2,800 | 1,800 | 65 |
| Rowan | 3,200 | 2,400 | 74 |
| Russell | 2,700 | 1,800 | 65 |
| Scott | 4,400 | 3,000 | 69 |
| Shelby | 5,300 | 4,400 | 84 |
| Simpson | 3,400 | 2,700 | 79 |
| Spencer | 1,400 | 1,100 | 78 |
| Taylor | 4,600 | 3,300 | 72 |
| Todd | 3,200 | 2,500 | 78 |
| Trigg | 2,300 | 1,800 | 76 |
| Trimble | 1,500 | 1,100 | 76 |
| Union | 4,000 | 3,300 | 82 |
| Warren | 12,600 | 10,300 | 82 |
| Washington | 2,900 | 2,200 | 76 |
| Wayne | 3,400 | 2,200 | 66 |
| Webster | 4,500 | 3,400 | 75 |
| Whitley | 6,200 | 4,900 | 79 |
| Wolfe | 1,500 | 800 | 53 |
| Woodford | 3,500 | 2,400 | 70 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **LOUISIANA** | **904,400** | **765,700** | **85** |
| Acadia | 13,300 | 10,800 | 81 |
| Allen | 5,500 | 4,500 | 81 |
| Ascension | 7,200 | 6,100 | 84 |
| Assumption | 4,400 | 3,400 | 78 |
| Avoyelles | 10,200 | 8,500 | 83 |
| Beauregard | 5,200 | 3,700 | 71 |
| Bienville | 4,300 | 3,500 | 82 |
| Bossier | 14,100 | 10,600 | 75 |
| Caddo | 65,900 | 58,600 | 89 |
| Calcasieu | 49,300 | 43,100 | 87 |
| Caldwell | 2,400 | 1,800 | 75 |
| Cameron | 1,800 | 1,500 | 84 |
| Catahoula | 2,900 | 2,100 | 72 |
| Claiborne | 5,100 | 3,900 | 76 |
| Concordia | 5,500 | 4,000 | 73 |
| De Soto | 6,200 | 4,600 | 74 |
| E. Baton Rouge | 65,200 | 57,100 | 88 |
| East Carroll | 3,600 | 2,500 | 70 |
| E. Feliciana | 3,400 | 2,500 | 74 |
| Evangeline | 8,300 | 6,200 | 75 |
| Franklin | 6,400 | 4,500 | 70 |
| Grant | 3,300 | 2,600 | 79 |
| Iberia | 14,000 | 12,100 | 86 |
| Iberville | 8,000 | 6,500 | 82 |
| Jackson | 4,000 | 3,400 | 84 |
| Jefferson | 60,800 | 50,800 | 84 |
| Jeff Davis | 8,000 | 6,700 | 84 |
| Lafayette | 22,400 | 19,100 | 85 |
| Lafourche | 13,700 | 11,300 | 83 |
| La Salle | 3,600 | 2,700 | 76 |
| Lincoln | 7,300 | 6,100 | 84 |
| Livingston | 7,100 | 5,400 | 76 |
| Madison | 4,300 | 3,000 | 70 |
| Morehouse | 8,600 | 7,200 | 83 |
| Natchitoches | 9,100 | 6,700 | 73 |
| Orleans | 188,500 | 172,900 | 92 |
| Ouachita | 29,600 | 25,400 | 86 |
| Plaquemines | 5,500 | 4,600 | 84 |
| Pointe Coupee | 5,700 | 4,500 | 79 |
| Rapides | 30,300 | 25,500 | 84 |
| Red River | 2,500 | 2,000 | 79 |
| Richland | 6,000 | 4,600 | 77 |
| Sabine | 4,800 | 3,200 | 67 |
| St. Bernard | 8,000 | 6,600 | 82 |
| St. Charles | 5,300 | 4,600 | 87 |
| St. Helena | 2,300 | 1,700 | 75 |
| St. James | 4,200 | 3,400 | 80 |
| St. John | 4,500 | 3,700 | 82 |
| St. Landry | 19,900 | 15,800 | 80 |
| St. Martin | 6,800 | 5,500 | 81 |
| St. Mary | 13,100 | 10,600 | 81 |
| St. Tammany | 11,200 | 9,500 | 85 |
| Tangipahoa | 16,300 | 13,200 | 81 |
| Tensas | 3,100 | 2,200 | 72 |
| Terrebonne | 15,200 | 13,000 | 86 |
| Union | 4,500 | 3,400 | 76 |
| Vermilion | 10,900 | 9,000 | 82 |
| Vernon | 5,100 | 3,600 | 71 |
| Washington | 12,000 | 9,600 | 80 |
| Webster | 10,900 | 9,200 | 84 |
| W. Baton Rouge | 3,900 | 3,500 | 90 |
| West Carroll | 3,300 | 2,500 | 76 |
| W. Feliciana | 2,300 | 1,900 | 81 |
| Winn | 4,300 | 3,400 | 79 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MAINE** | **277,400** | **248,300** | **90** |
| Androscoggin | 24,900 | 23,400 | 94 |
| Aroostook | 25,900 | 22,200 | 86 |
| Cumberland | 54,100 | 51,200 | 95 |
| Franklin | 5,500 | 4,800 | 87 |
| Hancock | 10,400 | 8,800 | 85 |
| Kennebec | 25,100 | 22,500 | 90 |
| Knox | 9,000 | 7,700 | 85 |
| Lincoln | 5,600 | 4,900 | 88 |
| Oxford | 12,600 | 11,000 | 87 |
| Penobscot | 34,600 | 30,800 | 89 |
| Piscataquis | 5,300 | 4,700 | 89 |
| Sagadahoc | 6,200 | 5,500 | 88 |
| Somerset | 11,800 | 10,100 | 85 |
| Waldo | 6,900 | 5,900 | 86 |
| Washington | 9,900 | 8,400 | 85 |
| York | 29,600 | 26,400 | 89 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MARYLAND** | **878,700** | **797,500** | **91** |
| Allegany | 24,100 | 20,500 | 85 |
| Anne Arundel | 57,200 | 52,200 | 91 |
| Baltimore | 412,000 | 380,500 | 92 |
| Calvert | 3,800 | 3,400 | 90 |
| Caroline | 5,800 | 5,100 | 88 |
| Carroll | 13,600 | 12,400 | 91 |
| Cecil | 12,700 | 11,600 | 91 |
| Charles | 7,600 | 6,800 | 90 |
| Dorchester | 8,500 | 7,300 | 86 |
| Frederick | 19,400 | 16,800 | 87 |
| Garrett | 5,000 | 3,900 | 79 |
| Harford | 20,600 | 18,600 | 90 |
| Howard | 9,400 | 8,500 | 90 |
| Kent | 4,400 | 4,100 | 93 |
| Montgomery | 103,300 | 93,900 | 91 |
| Prince Georges | 98,200 | 89,900 | 92 |
| Queen Annes | 4,800 | 4,100 | 85 |
| St. Marys | 8,400 | 7,100 | 84 |
| Somerset | 5,600 | 4,400 | 78 |
| Talbot | 6,500 | 5,700 | 88 |
| Washington | 26,100 | 21,800 | 84 |
| Wicomico | 14,900 | 13,400 | 90 |
| Worcester | 6,800 | 5,500 | 81 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MASSACHUSETTS** | **1,526,100** | **1,456,100** | **95** |
| Barnstable | 23,600 | 22,700 | 96 |
| Berkshire | 43,000 | 40,700 | 95 |
| Bristol | 121,900 | 117,200 | 96 |
| Dukes | 1,800 | 1,600 | 88 |
| Essex | 176,100 | 156,000 | 89 |
| Franklin | 17,600 | 15,600 | 89 |
| Hampden | 130,900 | 126,700 | 97 |
| Hampshire | 28,400 | 26,400 | 93 |
| Middlesex | 357,400 | 348,300 | 97 |
| Nantucket | 1,000 | 800 | 83 |
| Norfolk | 150,500 | 150,200 | 100 |
| Plymouth | 79,400 | 78,300 | 99 |
| Suffolk | 223,100 | 212,600 | 95 |
| Worcester | 171,400 | 159,000 | 93 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MICHIGAN** | **2,320,900** | **2,167,800** | **93** |
| Alcona | 1,000 | 700 | 74 |
| Alger | 2,700 | 2,400 | 88 |
| Allegan | 17,300 | 15,200 | 88 |
| Alpena | 8,200 | 6,800 | 83 |
| Antrim | 2,900 | 2,500 | 87 |
| Arenac | 2,800 | 2,400 | 87 |
| Baraga | 2,100 | 1,800 | 83 |
| Barry | 10,100 | 8,800 | 87 |
| Bay | 31,200 | 29,000 | 93 |
| Benzie | 2,200 | 1,900 | 88 |
| Berrien | 47,300 | 42,700 | 90 |
| Branch | 10,400 | 9,100 | 88 |
| Calhoun | 40,500 | 37,500 | 92 |
| Cass | 12,000 | 10,200 | 85 |
| Charlevoix | 3,800 | 3,400 | 90 |
| Cheboygan | 4,100 | 3,500 | 85 |
| Chippewa | 9,500 | 8,300 | 88 |
| Clare | 3,500 | 3,200 | 90 |
| Clinton | 10,900 | 9,900 | 91 |
| Crawford | 1,300 | 1,100 | 83 |
| Delta | 10,100 | 9,100 | 90 |
| Dickinson | 7,500 | 6,800 | 90 |
| Eaton | 15,500 | 14,500 | 93 |
| Emmet | 4,500 | 3,800 | 84 |
| Genesee | 114,300 | 107,800 | 94 |
| Gladwin | 3,000 | 2,600 | 88 |
| Gogebic | 7,400 | 6,800 | 92 |
| Grand Traverse | 9,200 | 8,300 | 90 |
| Gratiot | 11,000 | 9,500 | 86 |
| Hillsdale | 10,900 | 9,700 | 89 |
| Houghton | 10,800 | 9,700 | 90 |
| Huron | 9,300 | 7,800 | 84 |
| Ingham | 63,200 | 58,600 | 93 |
| Ionia | 12,400 | 11,200 | 90 |
| Iosco | 5,100 | 4,600 | 90 |
| Iron | 5,300 | 4,700 | 89 |
| Isabella | 9,700 | 8,200 | 84 |
| Jackson | 39,300 | 36,100 | 92 |
| Kalamazoo | 52,300 | 49,400 | 94 |
| Kalkaska | 1,200 | 1,000 | 82 |
| Kent | 113,400 | 106,200 | 94 |
| Keweenaw | 600 | 500 | 81 |
| Lake | 1,600 | 1,400 | 87 |
| Lapeer | 10,900 | 9,500 | 87 |
| Leelanau | 2,500 | 2,000 | 80 |
| Lenawee | 23,400 | 20,900 | 89 |
| Livingston | 11,700 | 10,700 | 92 |
| Luce | 1,600 | 1,300 | 83 |
| Mackinac | 3,100 | 2,400 | 78 |
| Macomb | 120,900 | 116,800 | 97 |
| Manistee | 5,800 | 5,200 | 90 |
| Marquette | 16,400 | 14,800 | 90 |
| Mason | 6,900 | 5,600 | 82 |
| Mecosta | 6,600 | 5,600 | 85 |
| Menominee | 7,000 | 6,300 | 91 |
| Midland | 15,000 | 13,800 | 92 |
| Missaukee | 1,800 | 1,400 | 76 |
| Monroe | 29,500 | 26,600 | 90 |
| Montcalm | 11,400 | 9,900 | 87 |
| Montmorency | 1,200 | 900 | 77 |
| Muskegon | 45,500 | 41,300 | 91 |
| Newaygo | 7,100 | 5,900 | 83 |
| Oakland | 210,200 | 204,300 | 97 |
| Oceana | 4,700 | 3,900 | 84 |
| Ogemaw | 2,600 | 2,400 | 90 |
| Ontonagon | 3,100 | 2,400 | 77 |
| Osceola | 3,700 | 3,200 | 87 |
| Oscoda | 900 | 700 | 82 |
| Otsego | 2,000 | 1,700 | 83 |
| Ottawa | 30,100 | 28,200 | 94 |
| Presque Isle | 3,100 | 2,200 | 72 |
| Roscommon | 2,300 | 1,900 | 84 |
| Saginaw | 56,200 | 52,300 | 93 |

## U.S. TELEVISION HOMES continued

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| St. Clair | 32,400 | 29,300 | 90 |
| St. Joseph | 14,000 | 12,600 | 90 |
| Sanilac | 9,500 | 8,500 | 90 |
| Schoolcraft | 2,500 | 2,200 | 88 |
| Shiawassee | 16,400 | 14,400 | 88 |
| Tuscola | 12,400 | 10,800 | 87 |
| Van Buren | 16,000 | 14,500 | 90 |
| Washtenaw | 48,800 | 45,300 | 93 |
| Wayne | 774,900 | 742,500 | 96 |
| Wexford | 5,400 | 4,900 | 90 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MINNESOTA** | **993,500** | **892,400** | **90** |
| Aitkin | 3,500 | 2,800 | 81 |
| Anoka | 22,100 | 20,700 | 94 |
| Becker | 6,600 | 5,600 | 84 |
| Beltrami | 6,500 | 4,000 | 61 |
| Benton | 4,500 | 3,400 | 77 |
| Big Stone | 2,300 | 2,100 | 89 |
| Blue Earth | 13,000 | 11,700 | 90 |
| Brown | 7,900 | 5,900 | 74 |
| Carlton | 7,400 | 6,700 | 90 |
| Carver | 5,900 | 5,300 | 90 |
| Cass | 4,500 | 2,700 | 61 |
| Chippewa | 4,600 | 4,000 | 87 |
| Chisago | 4,000 | 3,700 | 93 |
| Clay | 10,500 | 9,400 | 89 |
| Clearwater | 2,400 | 1,600 | 65 |
| Cook | 1,100 | 900 | 83 |
| Cottonwood | 4,700 | 3,600 | 77 |
| Crow Wing | 9,700 | 7,400 | 76 |
| Dakota | 22,100 | 20,300 | 92 |
| Dodge | 3,700 | 3,300 | 90 |
| Douglas | 6,200 | 5,100 | 82 |
| Faribault | 6,800 | 5,900 | 86 |
| Fillmore | 6,9000 | 6,000 | 86 |
| Freeborn | 11,100 | 10,000 | 90 |
| Goodhue | 9,700 | 8,600 | 89 |
| Grant | 2,500 | 2,000 | 80 |
| Hennepin | 259,700 | 247,700 | 95 |
| Houston | 4,800 | 4,200 | 87 |
| Hubbard | 2,800 | 1,900 | 66 |
| Isanti | 3,400 | 3,000 | 89 |
| Itasca | 11,200 | 9,500 | 85 |
| Jackson | 4,400 | 3,500 | 79 |
| Kanabec | 2,600 | 2,100 | 80 |
| Kandiyohi | 7,900 | 6,800 | 86 |
| Kittson | 2,300 | 1,700 | 75 |
| Koochiching | 5,200 | 3,700 | 71 |
| Lac Qui Parle | 3,600 | 3,000 | 83 |
| Lake | 4,800 | 4,400 | 93 |
| Lake of Woods | 1,200 | 700 | 62 |
| Le Sueur | 5,800 | 5,000 | 87 |
| Lincoln | 2,800 | 2,200 | 77 |
| Lyon | 6,500 | 5,400 | 83 |
| McLeod | 7,000 | 6,400 | 92 |
| Mahnoman | 1,400 | 1,100 | 78 |
| Marshall | 3,700 | 3,200 | 85 |
| Martin | 7,800 | 7,000 | 90 |
| Meeker | 5,200 | 4,600 | 88 |
| Mille Lacs | 4,100 | 3,500 | 84 |
| Morrison | 6,900 | 5,800 | 84 |
| Mower | 13,900 | 13,300 | 96 |
| Murray | 3,900 | 3,500 | 90 |
| Nicollet | 5,500 | 4,700 | 86 |
| Nobles | 6,500 | 5,700 | 88 |
| Norman | 2,900 | 2,500 | 87 |
| Olmstead | 18,800 | 16,900 | 90 |
| Otter Tail | 13,200 | 9,600 | 73 |
| Pennington | 3,300 | 2,700 | 83 |
| Pine | 4,800 | 3,900 | 81 |
| Pipestone | 3,700 | 3,300 | 90 |
| Polk | 10,100 | 9,100 | 90 |
| Pope | 3,300 | 2,900 | 87 |
| Ramsey | 131,100 | 124,200 | 95 |
| Red Lake | 1,400 | 1,100 | 79 |
| Redwood | 6,000 | 4,600 | 76 |
| Renville | 6,500 | 4,800 | 74 |
| Rice | 9,400 | 8,800 | 94 |
| Rock | 3,500 | 3,100 | 89 |
| Roseau | 3,200 | 2,100 | 65 |
| St. Louis | 72,400 | 68,000 | 94 |
| Scott | 5,900 | 5,200 | 88 |
| Sherburne | 3,400 | 3,000 | 87 |
| Sibley | 4,400 | 3,700 | 85 |
| Stearns | 19,300 | 17,300 | 90 |
| Steele | 7,300 | 6,500 | 89 |
| Stevens | 2,900 | 2,300 | 79 |
| Swift | 4,100 | 3,600 | 87 |
| Todd | 6,200 | 4,400 | 72 |
| Traverse | 2,100 | 1,700 | 83 |
| Wabasha | 4,800 | 4,300 | 90 |
| Wadena | 3,200 | 2,100 | 66 |
| Waseca | 4,700 | 3,900 | 83 |
| Washington | 15,100 | 13,600 | 90 |
| Watonwan | 4,200 | 3,500 | 83 |
| Wilkin | 2,800 | 2,300 | 83 |
| Winona | 11,700 | 10,100 | 86 |
| Wright | 8,300 | 7,300 | 88 |
| Yellow Medicine | 4,400 | 3,700 | 85 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MISSISSIPPI** | **571,500** | **476,000** | **83** |
| Adams | 9,900 | 8,000 | 81 |
| Alcorn | 7,100 | 5,700 | 80 |
| Amite | 3,700 | 3,200 | 86 |
| Attala | 5,100 | 4,300 | 84 |
| Benton | 1,800 | 1,400 | 79 |
| Bolivar | 14,300 | 10,100 | 71 |
| Calhoun | 4,000 | 3,100 | 79 |
| Carroll | 2,700 | 2,000 | 73 |
| Chickasaw | 4,200 | 3,200 | 76 |
| Choctaw | 2,100 | 1,500 | 73 |
| Claiborne | 2,600 | 2,100 | 79 |
| Clarke | 4,100 | 3,400 | 83 |
| Clay | 4,700 | 3,600 | 77 |
| Coahoma | 12,700 | 10,500 | 83 |
| Copiah | 7,100 | 6,100 | 86 |
| Covington | 3,200 | 2,700 | 83 |
| De Soto | 5,800 | 4,800 | 84 |
| Forrest | 15,300 | 13,600 | 89 |
| Franklin | 2,400 | 1,900 | 80 |
| George | 2,600 | 2,200 | 85 |
| Greene | 2,000 | 1,500 | 77 |
| Grenada | 4,700 | 3,800 | 81 |
| Hancock | 3,800 | 3,200 | 83 |
| Harrison | 34,400 | 30,000 | 87 |
| Hinds | 53,000 | 47,500 | 90 |
| Holmes | 6,500 | 5,100 | 78 |
| Humphreys | 4,600 | 3,800 | 82 |
| Issaquena | 900 | 800 | 85 |
| Itawamba | 3,800 | 3,000 | 80 |
| Jackson | 51,700 | 14,000 | 89 |
| Jasper | 3,900 | 3,300 | 85 |
| Jefferson | 2,500 | 1,900 | 77 |
| Jeff Davis | 3,200 | 2,700 | 83 |
| Jones | 16,000 | 13,500 | 85 |
| Kemper | 2,700 | 2,200 | 81 |
| Lafayette | 5,200 | 4,300 | 82 |
| Lamar | 3,500 | 2,900 | 84 |
| Lauderdale | 19,700 | 17,200 | 88 |
| Lawrence | 2,400 | 1,900 | 80 |
| Leake | 4,600 | 3,700 | 80 |
| Lee | 11,500 | 9,700 | 85 |
| Leflore | 12,500 | 10,100 | 81 |
| Lincoln | 7,000 | 6,100 | 87 |
| Lowndes | 12,300 | 10,300 | 84 |
| Madison | 7,900 | 6,900 | 87 |
| Marion | 6,000 | 5,200 | 87 |
| Marshall | 5,600 | 4,800 | 85 |
| Monroe | 9,100 | 7,400 | 82 |
| Montgomery | 3,400 | 2,500 | 74 |
| Neshoba | 5,300 | 4,400 | 84 |
| Newton | 4,900 | 4,100 | 84 |
| Noxubee | 3,800 | 3,200 | 84 |
| Oktibbeha | 6,500 | 5,000 | 78 |
| Panola | 7,200 | 5,800 | 81 |
| Pearl River | 6,100 | 5,200 | 86 |
| Perry | 2,300 | 2,000 | 85 |
| Pike | 9,400 | 7,800 | 83 |
| Pontotoc | 4,500 | 3,700 | 83 |
| Prentiss | 4,700 | 3,800 | 81 |
| Quitman | 5,200 | 4,100 | 79 |
| Rankin | 7,300 | 6,200 | 85 |
| Scott | 5,200 | 4,300 | 83 |
| Sharkey | 2,500 | 2,000 | 81 |
| Simpson | 5,100 | 4,400 | 86 |
| Smith | 3,400 | 2,900 | 86 |
| Stone | 1,800 | 1,400 | 75 |
| Sunflower | 11,000 | 8,900 | 81 |
| Tallahatchie | 6,000 | 4,800 | 81 |
| Tate | 4,500 | 4,000 | 89 |
| Tippah | 3,600 | 2,800 | 79 |
| Tishomingo | 3,600 | 2,600 | 73 |
| Tunica | 4,300 | 3,600 | 85 |
| Union | 5,300 | 4,400 | 83 |
| Walthall | 3,200 | 2,600 | 82 |
| Warren | 13,300 | 11,200 | 84 |
| Washington | 22,400 | 17,300 | 77 |
| Wayne | 3,800 | 3,200 | 84 |
| Webster | 2,600 | 2,000 | 76 |
| Wilkinson | 3,000 | 2,500 | 85 |
| Winston | 4,800 | 4,200 | 88 |
| Yalobusha | 3,200 | 2,300 | 71 |
| Yazoo | 7,900 | 6,600 | 84 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MISSOURI** | **1,363,300** | **1,188,300** | **87** |
| Adair | 6,800 | 5,300 | 77 |
| Andrew | 3,600 | 3,100 | 87 |
| Atchison | 2,700 | 2,300 | 86 |
| Audrain | 8,600 | 7,700 | 89 |
| Barry | 5,600 | 4,000 | 72 |
| Barton | 3,600 | 2,700 | 76 |
| Bates | 5,600 | 4,800 | 86 |
| Benton | 2,700 | 2,200 | 83 |
| Bollinger | 2,500 | 1,900 | 75 |
| Boone | 13,700 | 11,500 | 84 |
| Buchanan | 28,400 | 24,900 | 88 |
| Butler | 9,800 | 7,400 | 76 |
| Caldwell | 3,200 | 2,800 | 86 |
| Callaway | 6,800 | 5,800 | 85 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Camden | 2,500 | 1,700 | 67 |
| Cape Girardeau | 12,800 | 11,200 | 88 |
| Carroll | 4,400 | 3,700 | 83 |
| Carter | 1,200 | 800 | 70 |
| Cass | 10,400 | 8,900 | 85 |
| Cedar | 3,000 | 2,200 | 74 |
| Chariton | 4,100 | 3,200 | 79 |
| Christian | 3,800 | 3,100 | 82 |
| Clark | 2,700 | 2,200 | 81 |
| Clay | 30,400 | 28,100 | 92 |
| Clinton | 3,800 | 3,400 | 90 |
| Cole | 11,100 | 10,100 | 91 |
| Cooper | 4,800 | 4,100 | 84 |
| Crawford | 3,700 | 2,700 | 72 |
| Dade | 2,300 | 1,700 | 74 |
| Dallas | 2,800 | 2,100 | 75 |
| Daviess | 3,100 | 2,100 | 69 |
| De Kalb | 2,300 | 2,000 | 87 |
| Dent | 3,100 | 2,000 | 63 |
| Douglas | 2,700 | 1,900 | 70 |
| Dunklin | 10,900 | 8,500 | 78 |
| Franklin | 13,900 | 10,700 | 77 |
| Gasconade | 3,800 | 3,100 | 83 |
| Gentry | 2,700 | 2,300 | 86 |
| Greene | 42,500 | 38,400 | 90 |
| Grundy | 4,100 | 3,500 | 85 |
| Harrison | 3,700 | 2,900 | 79 |
| Henry | 6,700 | 5,500 | 81 |
| Hickory | 1,600 | 1,100 | 67 |
| Holt | 2,400 | 2,100 | 89 |
| Howard | 3,300 | 2,700 | 82 |
| Howell | 6,600 | 4,100 | 62 |
| Iron | 2,000 | 1,400 | 71 |
| Jackson | 213,900 | 197,100 | 92 |
| Jasper | 27,200 | 23,300 | 86 |
| Jefferson | 21,000 | 18,600 | 89 |
| Johnson | 8,800 | 7,000 | 79 |
| Knox | 2,300 | 1,800 | 78 |
| Laclede | 5,400 | 4,500 | 83 |
| Lafayette | 8,000 | 7,000 | 87 |
| Lawrence | 7,600 | 6,100 | 81 |
| Lewis | 3,600 | 3,200 | 88 |
| Lincoln | 5,200 | 4,300 | 83 |
| Linn | 5,800 | 4,900 | 84 |
| Livingston | 5,000 | 4,000 | 81 |
| McDonald | 3,400 | 2,500 | 73 |
| Macon | 5,600 | 4,700 | 83 |
| Madison | 2,700 | 1,800 | 67 |
| Maries | 2,200 | 1,700 | 75 |
| Marion | 9,800 | 8,700 | 88 |
| Mercer | 1,900 | 1,300 | 70 |
| Miller | 4,300 | 3,300 | 78 |
| Mississippi | 5,400 | 4,400 | 81 |
| Moniteau | 3,400 | 3,000 | 89 |
| Monroe | 3,500 | 3,000 | 86 |
| Montgomery | 3,700 | 3,000 | 81 |
| Morgan | 3,000 | 2,500 | 82 |
| New Madrid | 7,800 | 5,700 | 74 |
| Newton | 9,300 | 7,400 | 80 |
| Nodaway | 6,800 | 5,800 | 85 |
| Oregon | 2,700 | 1,500 | 56 |
| Osage | 2,900 | 2,400 | 83 |
| Ozark | 1,700 | 1,100 | 67 |
| Pemiscot | 10,100 | 7,500 | 74 |
| Perry | 4,000 | 3,300 | 82 |
| Pettis | 12,200 | 10,600 | 87 |
| Phelps | 7,300 | 6,300 | 86 |
| Pike | 5,800 | 4,700 | 82 |
| Platte | 7,300 | 6,500 | 90 |
| Polk | 4,300 | 3,400 | 79 |
| Pulaski | 14,300 | 11,100 | 77 |
| Putnam | 2,300 | 1,700 | 75 |
| Ralls | 2,300 | 1,700 | 75 |
| Randolph | 7,600 | 6,300 | 82 |
| Ray | 5,700 | 4,800 | 84 |
| Reynolds | 1,400 | 1,000 | 69 |
| Ripley | 2,700 | 1,800 | 66 |
| St. Charles | 16,100 | 14,300 | 89 |
| St. Clair | 2,700 | 2,000 | 73 |
| St. Francois | 10,900 | 9,500 | 87 |
| St. Louis | 454,000 | 417,200 | 92 |
| Ste. Genevieve | 3,200 | 2,900 | 87 |
| Saline | 7,700 | 6,400 | 83 |
| Schuyler | 1,800 | 1,500 | 81 |
| Scotland | 2,200 | 1,900 | 85 |
| Scott | 9,300 | 7,800 | 84 |
| Shannon | 1,900 | 900 | 47 |
| Shelby | 3,200 | 2,700 | 84 |
| Stoddard | 8,000 | 6,200 | 78 |
| Stone | 2,300 | 1,700 | 74 |
| Sullivan | 2,800 | 2,100 | 76 |
| Taney | 3,000 | 2,100 | 72 |
| Texas | 5,300 | 3,700 | 69 |
| Vernon | 6,200 | 4,900 | 79 |
| Warren | 2,800 | 2,300 | 80 |
| Washington | 3,900 | 2,900 | 75 |
| Wayne | 2,200 | 2,000 | 92 |
| Webster | 4,100 | 3,100 | 75 |
| Worth | 1,300 | 1,100 | 83 |
| Wright | 4,400 | 3,000 | 68 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **MONTANA** | **211,500** | **172,000** | **81** |
| Beaverhead | 2,900 | 2,200 | 75 |
| Big Horn | 2,700 | 1,900 | 70 |
| Blaine | 2,500 | 1,700 | 67 |
| Broadwater | 900 | 700 | 75 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Carbon | 2,500 | 1,900 | 76 |
| Carter | 800 | 400 | 46 |
| Cascade | 23,100 | 20,300 | 88 |
| Chouteau | 2,300 | 1,900 | 82 |
| Custer | 4,300 | 3,200 | 73 |
| Daniels | 900 | 700 | 77 |
| Dawson | 3,600 | 3,200 | 88 |
| Deer Lodge | 5,100 | 4,600 | 90 |
| Fallon | 1,200 | 900 | 73 |
| Fergus | 4,600 | 3,400 | 74 |
| Flathead | 10,600 | 9,000 | 85 |
| Gallatin | 8,400 | 6,500 | 77 |
| Garfield | 600 | 400 | 72 |
| Glacier | 3,300 | 2,600 | 79 |
| Golden Valley | 300 | 200 | 72 |
| Granite | 1,000 | 800 | 76 |
| Hill | 5,700 | 4,600 | 80 |
| Jefferson | 1,000 | 800 | 77 |
| Judith Basin | 800 | 600 | 79 |
| Lake | 3,700 | 2,500 | 68 |
| Lewis Clark | 9,700 | 8,100 | 83 |
| Liberty | 500 | 400 | 78 |
| Lincoln | 3,900 | 3,100 | 80 |
| McCone | 1,000 | 600 | 61 |
| Madison | 1,600 | 1,300 | 80 |
| Meagher | 1,000 | 600 | 65 |
| Mineral | 1,000 | 700 | 74 |
| Missoula | 14,900 | 11,700 | 79 |
| Musselshell | 1,500 | 1,300 | 86 |
| Park | 3,500 | 2,800 | 81 |
| Petroleum | 300 | 200 | 77 |
| Phillips | 1,900 | 1,300 | 71 |
| Pondera | 2,100 | 1,700 | 79 |
| Powder River | 800 | 400 | 52 |
| Powell | 2,000 | 1,700 | 85 |
| Prairie | 600 | 300 | 43 |
| Ravalli | 3,900 | 3,200 | 82 |
| Richland | 2,800 | 2,300 | 82 |
| Roosevelt | 3,200 | 2,800 | 88 |
| Rosebud | 1,800 | 1,200 | 69 |
| Sanders | 2,100 | 1,600 | 74 |
| Sheridan | 1,700 | 1,300 | 79 |
| Silver Bow | 16,700 | 14,300 | 86 |
| Stillwater | 1,700 | 1,300 | 75 |
| Sweet Grass | 900 | 600 | 62 |
| Teton | 2,200 | 1,800 | 84 |
| Toole | 2,500 | 2,000 | 82 |
| Treasure | 300 | 200 | 75 |
| Valley | 5,100 | 3,900 | 76 |
| Wheatland | 900 | 700 | 76 |
| Wibaux | 400 | 300 | 70 |
| Yellowstone | 26,200 | 23,300 | 89 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEBRASKA** | **433,400** | **383,600** | **89** |
| Adams | 8,500 | 7,500 | 88 |
| Antelope | 3,200 | 2,500 | 77 |
| Arthur | 200 | 100 | 72 |
| Banner | 400 | 300 | 82 |
| Blaine | 200 | 200 | 85 |
| Boone | 2,600 | 2,200 | 84 |
| Box Butte | 3,400 | 2,800 | 82 |
| Boyd | 1,300 | 1,000 | 77 |
| Brown | 1,300 | 1,000 | 74 |
| Buffalo | 8,300 | 7,000 | 84 |
| Burt | 3,100 | 2,800 | 91 |
| Butler | 3,100 | 2,700 | 87 |
| Cass | 5,700 | 5,100 | 90 |
| Cedar | 3,600 | 3,100 | 87 |
| Chase | 1,200 | 1,000 | 85 |
| Cherry | 2,400 | 1,800 | 77 |
| Cheyenne | 4,500 | 3,900 | 87 |
| Clay | 2,900 | 2,600 | 89 |
| Colfax | 3,000 | 2,700 | 91 |
| Cuming | 3,500 | 2,800 | 81 |
| Custer | 5,000 | 4,000 | 80 |
| Dakota | 3,500 | 3,100 | 90 |
| Dawes | 2,900 | 2,200 | 75 |
| Dawson | 6,000 | 5,300 | 89 |
| Deuel | 900 | 800 | 88 |
| Dixon | 2,400 | 2,100 | 87 |
| Dodge | 10,800 | 9,800 | 91 |
| Douglas | 107,400 | 103,100 | 96 |
| Dundy | 1,000 | 800 | 83 |
| Fillmore | 3,300 | 2,800 | 86 |
| Franklin | 1,700 | 1,400 | 82 |
| Frontier | 1,100 | 1,000 | 91 |
| Furnas | 2,500 | 2,000 | 78 |
| Gage | 8,000 | 6,800 | 85 |
| Garden | 1,100 | 900 | 84 |
| Garfield | 800 | 600 | 81 |
| Gosper | 700 | 600 | 87 |
| Grant | 200 | 200 | 76 |
| Greeley | 1,300 | 1,100 | 82 |
| Hall | 11,400 | 10,200 | 89 |
| Hamilton | 2,900 | 2,700 | 92 |
| Harlan | 1,500 | 1,300 | 84 |
| Hayes | 400 | 300 | 77 |
| Hitchcock | 1,400 | 1,200 | 83 |
| Holt | 3,800 | 2,900 | 76 |
| Hooker | 300 | 200 | 71 |
| Howard | 2,200 | 1,700 | 79 |
| Jefferson | 3,700 | 3,200 | 86 |
| Johnson | 1,900 | 1,500 | 79 |
| Kearney | 2,100 | 1,900 | 90 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Keith | 2,600 | 2,300 | 89 |
| Keya Paha | 300 | 200 | 79 |
| Kimball | 2,300 | 2,000 | 86 |
| Knox | 3,900 | 3,100 | 80 |
| Lancaster | 50,000 | 45,600 | 91 |
| Lincoln | 8,600 | 7,000 | 81 |
| Logan | 400 | 300 | 77 |
| Loup | 400 | 200 | 60 |
| McPherson | 100 | 100 | 78 |
| Madison | 7,700 | 6,400 | 84 |
| Merrick | 2,700 | 2,300 | 85 |
| Morrill | 2,000 | 1,500 | 75 |
| Nance | 1,600 | 1,300 | 81 |
| Nemaha | 2,700 | 2,400 | 87 |
| Nuckolls | 2,300 | 2,000 | 87 |
| Otoe | 5,300 | 4,900 | 92 |
| Pawnee | 1,800 | 1,400 | 75 |
| Perkins | 1,100 | 900 | 81 |
| Phelps | 3,200 | 2,800 | 88 |
| Pierce | 2,600 | 2,200 | 84 |
| Platte | 7,200 | 6,200 | 86 |
| Polk | 2,300 | 2,100 | 90 |
| Redwillow | 4,000 | 3,400 | 85 |
| Richardson | 4,400 | 3,600 | 81 |
| Rock | 700 | 500 | 71 |
| Saline | 4,200 | 3,800 | 90 |
| Sarpy | 7,600 | 6,800 | 89 |
| Saunders | 5,600 | 4,700 | 84 |
| Scotts Bluff | 10,100 | 8,900 | 88 |
| Seward | 4,300 | 3,400 | 78 |
| Sheridan | 2,700 | 2,300 | 85 |
| Sherman | 1,400 | 1,100 | 82 |
| Sioux | 700 | 500 | 68 |
| Stanton | 1,700 | 1,300 | 77 |
| Thayer | 2,800 | 2,200 | 78 |
| Thomas | 400 | 300 | 77 |
| Thurston | 2,000 | 1,700 | 85 |
| Valley | 1,900 | 1,600 | 83 |
| Washington | 3,800 | 3,400 | 89 |
| Wayne | 2,800 | 2,600 | 92 |
| Webster | 2,000 | 1,600 | 81 |
| Wheeler | 300 | 200 | 79 |
| York | 4,300 | 3,700 | 85 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEVADA** | **93,200** | **81,000** | **87** |
| Churchill | 2,500 | 2,200 | 90 |
| Clark | 42,300 | 37,000 | 87 |
| Douglas | 800 | 700 | 90 |
| Elko | 3,600 | 2,600 | 73 |
| Esmeralda | 200 | | |
| Eureka | 200 | 200 | 81 |
| Humboldt | 1,700 | 1,400 | 83 |
| Lander | 400 | 300 | 79 |
| Lincoln | 600 | 400 | 72 |
| Lyon | 1,900 | 1,800 | 93 |
| Mineral | 1,900 | 1,600 | 83 |
| Nye | 1,600 | 1,100 | 67 |
| Ormsby | 2,400 | 2,200 | 90 |
| Pershing | 900 | 700 | 80 |
| Storey | 200 | 100 | 65 |
| Washoe | 29,100 | 26,200 | 90 |
| White Pine | 2,900 | 2,500 | 86 |

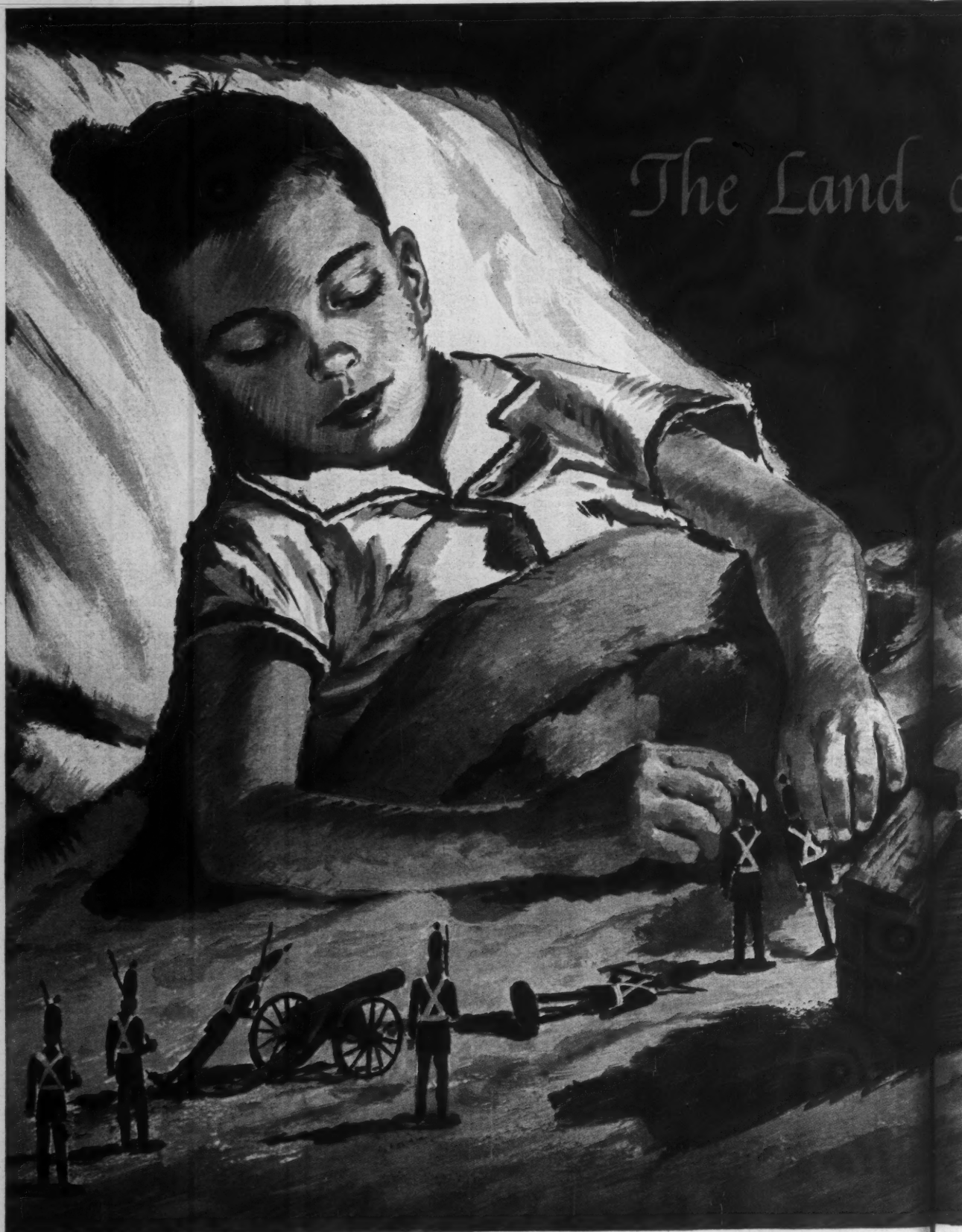
| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEW HAMPSHIRE** | **181,400** | **162,500** | **90** |
| Belknap | 8,700 | 8,300 | 95 |
| Carroll | 4,800 | 4,300 | 90 |
| Cheshire | 13,100 | 10,900 | 83 |
| Coos | 10,500 | 9,900 | 94 |
| Grafton | 13,800 | 11,000 | 79 |
| Hillsborough | 54,100 | 51,100 | 94 |
| Merrimack | 19,500 | 17,500 | 90 |
| Rockingham | 31,200 | 27,300 | 87 |
| Strafford | 17,200 | 15,000 | 87 |
| Sullivan | 8,500 | 7,200 | 84 |

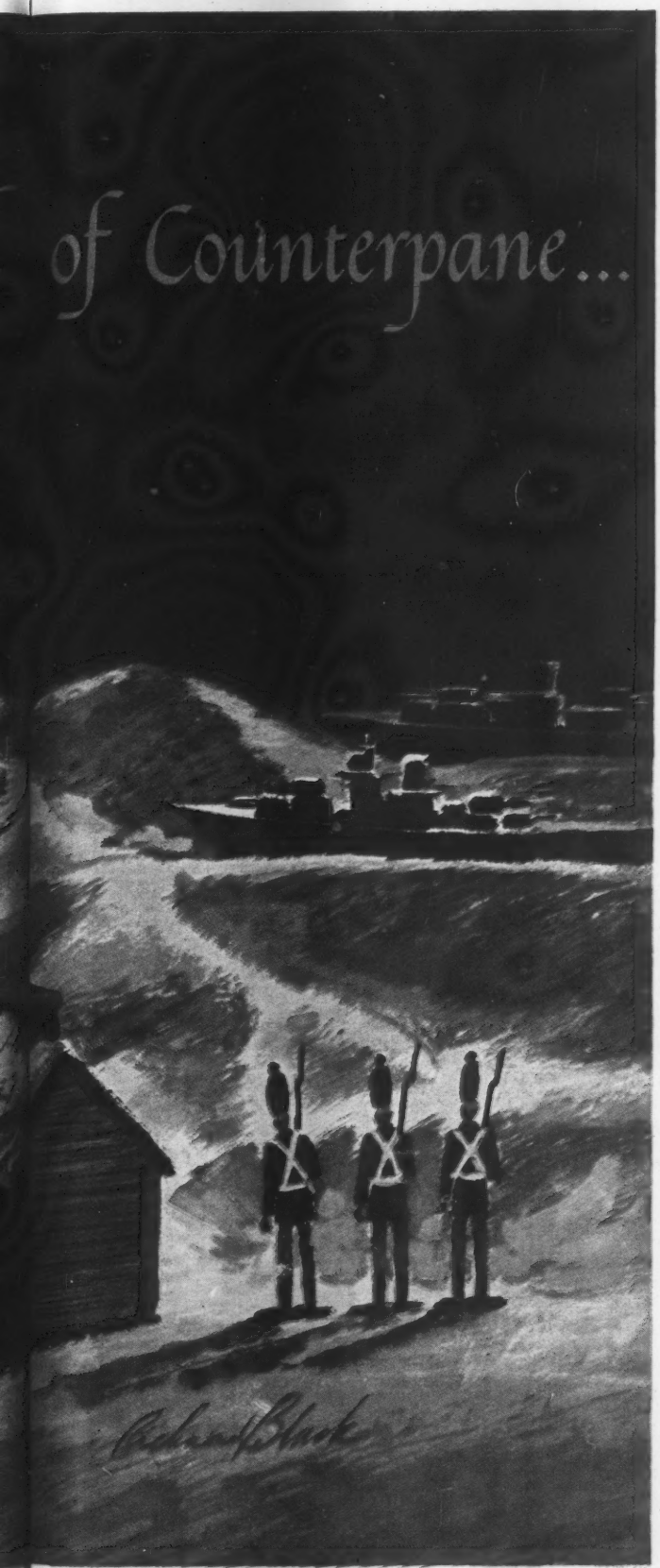
| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEW JERSEY** | **1,828,200** | **1,771,900** | **97** |
| Atlantic | 48,400 | 44,600 | 92 |
| Bergen | 244,800 | 239,000 | 98 |
| Burlington | 60,400 | 58,500 | 97 |
| Camden | 118,500 | 116,600 | 98 |
| Cape May | 16,200 | 13,900 | 86 |
| Cumberland | 32,000 | 28,700 | 90 |
| Essex | 277,200 | 271,100 | 98 |
| Gloucester | 41,500 | 40,800 | 98 |
| Hudson | 176,000 | 171,100 | 97 |
| Hunterdon | 16,800 | 15,200 | 90 |
| Mercer | 72,900 | 71,700 | 98 |
| Middlesex | 131,400 | 128,000 | 97 |
| Monmouth | 103,800 | 96,200 | 93 |
| Morris | 76,000 | 74,600 | 98 |
| Ocean | 37,700 | 36,900 | 98 |
| Passaic | 130,200 | 127,800 | 98 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Salem | 18,000 | 17,400 | 97 |
| Somerset | 41,300 | 40,200 | 97 |
| Sussex | 15,400 | 14,600 | 95 |
| Union | 150,000 | 146,300 | 98 |
| Warren | 19,700 | 18,700 | 95 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEW MEXICO** | **252,800** | **208,700** | **83** |
| Bernalillo | 75,500 | 65,600 | 87 |
| Catron | 600 | 200 | 37 |
| Chaves | 16,500 | 14,200 | 86 |
| Colfax | 3,500 | 2,400 | 68 |
| Curry | 9,200 | 7,900 | 85 |
| De Baca | 1,000 | 800 | 78 |
| Dona Ana | 15,900 | 13,000 | 82 |
| Eddy | 14,400 | 12,300 | 86 |
| Grant | 4,600 | 3,200 | 70 |
| Guadalupe | 1,200 | 900 | 76 |
| Harding | 300 | 200 | 63 |
| Hidalgo | 1,200 | 900 | 78 |
| Lea | 16,100 | 13,800 | 86 |
| Lincoln | 1,900 | 1,600 | 84 |
| Los Alamos | 3,400 | 2,700 | 78 |
| Luna | 2,700 | 2,200 | 80 |
| McKinley | 8,200 | 6,100 | 74 |
| Mora | 1,400 | 1,000 | 69 |
| Otero | 9,700 | 8,200 | 85 |
| Quay | 3,500 | 2,700 | 76 |
| Rio Arriba | 5,300 | 4,000 | 75 |
| Roosevelt | 4,000 | 3,100 | 79 |
| Sandoval | 3,000 | 2,300 | 77 |
| San Juan | 12,900 | 10,300 | 80 |
| San Miguel | 5,200 | 4,000 | 77 |
| Santa Fe | 11,900 | 10,100 | 85 |
| Sierra | 2,100 | 1,600 | 78 |
| Socorra | 2,500 | 2,000 | 79 |
| Taos | 3,300 | 2,100 | 63 |
| Torrance | 1,500 | 1,100 | 74 |
| Union | 1,700 | 1,200 | 68 |
| Valencia | 8,600 | 7,000 | 81 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NEW YORK** | **5,155,200** | **4,855,000** | **94** |
| Albany | 87,200 | 82,100 | 94 |
| Allegany | 12,900 | 11,600 | 90 |
| Bronx | 438,700 | 427,700 | 97 |
| Broome | 64,600 | 61,300 | 95 |
| Cattaraugus | 24,000 | 21,600 | 90 |
| Cayuga | 22,100 | 20,800 | 94 |
| Chautauqua | 46,600 | 41,700 | 90 |
| Chemung | 30,900 | 27,300 | 88 |
| Chenango | 13,100 | 11,200 | 85 |
| Clinton | 17,600 | 15,900 | 90 |
| Columbia | 14,800 | 14,100 | 95 |
| Cortland | 12,400 | 11,700 | 94 |
| Delaware | 13,100 | 10,700 | 82 |
| Dutchess | 47,400 | 42,600 | 90 |
| Erie | 316,600 | 304,400 | 96 |
| Essex | 10,400 | 9,200 | 89 |
| Franklin | 12,300 | 11,000 | 90 |
| Fulton | 17,100 | 15,700 | 92 |
| Genesee | 15,900 | 14,800 | 93 |
| Greene | 9,600 | 8,600 | 90 |
| Hamilton | 1,400 | 1,100 | 78 |
| Herkimer | 20,500 | 19,800 | 97 |
| Jefferson | 26,900 | 24,500 | 91 |
| Kings | 804,800 | 754,300 | 94 |
| Lewis | 6,600 | 5,600 | 85 |
| Livingston | 12,000 | 10,800 | 90 |
| Madison | 16,100 | 15,200 | 95 |
| Monroe | 183,600 | 175,800 | 96 |
| Montgomery | 17,900 | 16,300 | 91 |
| Nassau | 396,500 | 390,500 | 98 |
| New York Co. | 567,900 | 499,000 | 88 |
| Niagara | 72,800 | 71,400 | 98 |
| Oneida | 78,400 | 75,400 | 96 |
| Onondaga | 128,000 | 121,200 | 95 |
| Ontario | 19,800 | 18,500 | 93 |
| Orange | 56,100 | 50,700 | 90 |
| Orleans | 10,500 | 9,900 | 94 |
| Oswego | 25,400 | 24,500 | 97 |
| Otsego | 16,400 | 14,700 | 90 |
| Putnam | 9,400 | 9,400 | 100 |
| Queens | 574,600 | 550,300 | 96 |
| Rensselaer | 43,700 | 40,800 | 93 |
| Richmond | 63,100 | 58,900 | 93 |
| Rockland | 36,000 | 35,500 | 99 |
| St. Lawrence | 30,500 | 26,500 | 87 |
| Saratoga | 27,200 | 26,200 | 96 |
| Schenectady | 48,500 | 46,900 | 97 |
| Schoharie | 6,800 | 6,000 | 88 |
| Schuyler | 4,500 | 3,800 | 85 |
| Seneca | 7,700 | 7,200 | 94 |
| Steuben | 29,100 | 26,200 | 90 |
| Suffolk | 196,100 | 185,600 | 95 |
| Sullivan | 14,200 | 12,800 | 90 |
| Tioga | 11,900 | 10,700 | 90 |
| Tompkins | 16,600 | 14,200 | 86 |
| Ulster | 38,100 | 33,700 | 88 |
| Warren | 13,900 | 12,300 | 88 |
| Washington | 14,100 | 12,600 | 90 |
| Wayne | 20,200 | 18,900 | 93 |
| Westchester | 244,800 | 239,000 | 98 |


The Land




*When I was sick and lay a-bed,*
*I had two pillows at my head,*
*And all my toys beside me lay*
*To keep me happy all the day.*

*And sometimes for an hour or so*
*I watched my leaden soldiers go,*
*With different uniforms and drills*
*Among the bedclothes, through the hills;*

*And sometimes sent my ships in fleets*
*All up and down amid the sheets;*
*Or brought my trees and houses out,*
*And planted cities all about.*

*I was the giant great and still*
*That sits upon the pillow-hill,*
*And sees before him, dale and plain,*
*The pleasant land of counterpane.*

*— Robert Louis Stevenson*

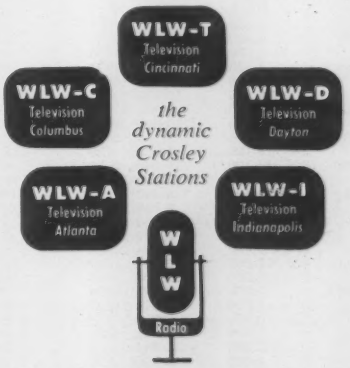
Maybe it's leaden soldiers . . . or ships in fleets . . . or little toy cities . . . sent by the WLW Stations to children in hospitals that help keep them "happy all the day."

We hope so. Over the past nineteen years, the Crosley Broadcasting Corporation Ruth Lyons Annual Fund has collected almost two million dollars for children in thirty-four hospitals, with last year's record contribution of over $315,000.00.

This is more than the policy . . . this is the spirit of the WLW Stations — to serve their communities in every way, especially to remember those who are forgotten . . . like the little "giant great and still that sits upon the pillow-hill."

Naturally, we are proud of our reputation in the communications industry. But we are most proud when our ratings and statistics, when our business and technology are pleasantly lost for priceless moments in such lands of counterpane.

Yes, this is our pride — but also our privilege.




Crosley Broadcasting Corporation,
a division of **Avco**

## U.S. TELEVISION HOMES continued

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Wyoming | 9,500 | 8,600 | 90 |
| Yates | 5,800 | 5,100 | 88 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NORTH CAROLINA** | **1,124,800** | **954,900** | **85** |
| Alamance | 22,700 | 20,300 | 90 |
| Alexander | 3,700 | 3,100 | 85 |
| Alleghany | 2,100 | 1,700 | 83 |
| Anson | 5,900 | 4,900 | 83 |
| Ashe | 4,500 | 3,700 | 83 |
| Avery | 2,900 | 2,300 | 78 |
| Beaufort | 8,600 | 7,200 | 84 |
| Bertie | 5,400 | 4,400 | 81 |
| Bladen | 6,300 | 4,900 | 78 |
| Brunswick | 4,400 | 3,600 | 82 |
| Buncombe | 34,700 | 28,900 | 83 |
| Burke | 12,500 | 10,800 | 86 |
| Cabarrus | 18,000 | 14,900 | 83 |
| Caldwell | 12,200 | 10,800 | 88 |
| Camden | 1,500 | 1,300 | 86 |
| Carteret | 8,000 | 6,500 | 81 |
| Caswell | 4,200 | 3,300 | 78 |
| Catawba | 19,500 | 17,600 | 90 |
| Chatham | 6,600 | 5,600 | 84 |
| Cherokee | 3,700 | 2,900 | 79 |
| Chowan | 2,700 | 2,100 | 79 |
| Clay | 1,200 | 900 | 77 |
| Cleveland | 16,000 | 14,000 | 87 |
| Columbus | 11,200 | 8,700 | 78 |
| Craven | 13,800 | 11,600 | 84 |
| Cumberland | 33,600 | 28,600 | 85 |
| Currituck | 1,900 | 1,500 | 78 |
| Dare | 1,500 | 1,200 | 82 |
| Davidson | 21,200 | 17,700 | 84 |
| Davie | 4,200 | 3,400 | 82 |
| Duplin | 9,400 | 7,400 | 79 |
| Durham | 28,700 | 24,900 | 87 |
| Edgecombe | 12,300 | 11,300 | 92 |
| Forsyth | 52,500 | 47,100 | 90 |
| Franklin | 6,600 | 5,300 | 80 |
| Gaston | 32,600 | 29,400 | 90 |
| Gates | 2,200 | 1,800 | 84 |
| Graham | 1,400 | 1,100 | 78 |
| Granville | 6,900 | 5,600 | 81 |
| Greene | 3,300 | 2,600 | 78 |
| Guilford | 66,900 | 61,700 | 92 |
| Halifax | 13,900 | 11,200 | 81 |
| Harnett | 11,200 | 9,400 | 84 |
| Haywood | 10,100 | 8,500 | 84 |
| Henderson | 10,200 | 8,100 | 80 |
| Hertford | 5,000 | 4,000 | 80 |
| Hoke | 3,400 | 2,700 | 81 |
| Hyde | 1,400 | 1,100 | 78 |
| Iredell | 16,300 | 13,900 | 85 |
| Jackson | 4,100 | 3,200 | 78 |
| Johnston | 15,100 | 12,100 | 80 |
| Jones | 2,500 | 2,000 | 80 |
| Lee | 6,500 | 5,400 | 82 |
| Lenoir | 13,900 | 11,500 | 83 |
| Lincoln | 7,000 | 6,000 | 86 |
| McDowell | 6,600 | 5,300 | 81 |
| Macon | 3,500 | 2,700 | 78 |
| Madison | 3,800 | 3,000 | 79 |
| Martin | 5,700 | 4,900 | 86 |
| Mecklenberg | 75,800 | 68,300 | 90 |
| Mitchell | 3,300 | 2,500 | 75 |
| Montgomery | 4,600 | 3,700 | 81 |
| Moore | 9,200 | 7,500 | 82 |
| Nash | 15,500 | 12,100 | 78 |
| New Hanover | 20,100 | 18,300 | 91 |
| Northampton | 5,600 | 4,300 | 77 |
| Onslow | 8,500 | 6,900 | 81 |
| Orange | 9,900 | 7,500 | 76 |
| Pamlico | 2,300 | 1,900 | 81 |
| Pasquotank | 6,600 | 5,900 | 90 |
| Pender | 4,300 | 3,400 | 80 |
| Perquimans | 2,400 | 1,900 | 81 |
| Person | 6,100 | 5,100 | 83 |
| Pitt | 16,200 | 13,500 | 84 |
| Polk | 3,000 | 2,300 | 75 |
| Randolph | 16,300 | 13,600 | 84 |
| Richmond | 9,500 | 8,100 | 85 |
| Robeson | 19,100 | 15,300 | 80 |
| Rockingham | 18,100 | 16,000 | 89 |
| Rowan | 22,600 | 19,700 | 87 |
| Rutherford | 11,400 | 9,400 | 82 |
| Sampson | 11,000 | 8,700 | 79 |
| Scotland | 5,600 | 4,700 | 84 |
| Stanly | 10,900 | 8,500 | 78 |
| Stokes | 5,400 | 4,300 | 80 |
| Surry | 12,000 | 9,400 | 78 |
| Swain | 1,900 | 1,300 | 69 |
| Transylvania | 3,600 | 3,000 | 84 |
| Tyrrell | 1,000 | 800 | 82 |
| Union | 10,800 | 8,000 | 74 |
| Vance | 7,700 | 6,600 | 86 |
| Wake | 42,900 | 37,600 | 88 |
| Warren | 4,000 | 3,300 | 82 |
| Washington | 3,000 | 2,500 | 82 |
| Watauga | 3,900 | 3,200 | 82 |
| Wayne | 19,300 | 16,700 | 86 |
| Wilkes | 10,700 | 8,900 | 83 |
| Wilson | 14,400 | 12,100 | 84 |
| Yadin | 5,500 | 4,100 | 75 |
| Yancey | 3,100 | 2,400 | 77 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **NORTH DAKOTA** | **170,800** | **144,000** | **84** |
| Adams | 1,300 | 1,200 | 89 |
| Barnes | 4,600 | 4,000 | 88 |
| Benson | 2,400 | 1,800 | 77 |
| Billings | 300 | 200 | 65 |
| Bottineau | 3,000 | 2,400 | 79 |
| Bowman | 1,100 | 1,000 | 87 |
| Burke | 1,800 | 1,400 | 78 |
| Burleigh | 9,700 | 8,800 | 90 |
| Cass | 19,100 | 17,300 | 90 |
| Cavalier | 2,500 | 1,800 | 74 |
| Dickey | 2,300 | 1,900 | 82 |
| Divide | 1,500 | 1,100 | 72 |
| Dunn | 1,600 | 1,100 | 69 |
| Eddy | 1,300 | 1,100 | 85 |
| Emmons | 2,100 | 1,600 | 78 |
| Foster | 1,500 | 1,300 | 84 |
| Golden Valley | 1,000 | 900 | 88 |
| Grand Forks | 13,500 | 11,900 | 88 |
| Grant | 1,600 | 1,200 | 72 |
| Griggs | 1,500 | 1,300 | 84 |
| Hettinger | 1,700 | 1,400 | 83 |
| Kidder | 1,300 | 1,000 | 78 |
| La Moure | 2,200 | 1,800 | 84 |
| Logan | 1,100 | 900 | 79 |
| McHenry | 2,800 | 2,300 | 83 |
| McIntosh | 1,700 | 1,300 | 78 |
| McKenzie | 2,300 | 1,700 | 75 |
| McLean | 3,600 | 2,800 | 77 |
| Mercer | 1,800 | 1,400 | 76 |
| Morton | 5,400 | 4,800 | 90 |
| Mountrail | 3,000 | 2,300 | 75 |
| Nelson | 1,800 | 1,500 | 84 |
| Oliver | 500 | 400 | 80 |
| Pembina | 3,400 | 2,800 | 82 |
| Pierce | 1,900 | 1,500 | 81 |
| Ramsey | 3,300 | 3,000 | 92 |
| Ransom | 2,100 | 1,700 | 80 |
| Renville | 1,200 | 1,000 | 83 |
| Richland | 5,200 | 4,500 | 87 |
| Rolette | 2,400 | 1,800 | 75 |
| Sargent | 1,800 | 1,600 | 87 |
| Sheridan | 1,100 | 900 | 84 |
| Sioux | 800 | 600 | 76 |
| Slope | 400 | 300 | 72 |
| Stark | 4,800 | 4,000 | 84 |
| Steele | 1,300 | 1,100 | 85 |
| Stutsman | 6,700 | 5,400 | 81 |
| Towner | 1,400 | 1,100 | 80 |
| Traill | 2,800 | 2,500 | 89 |
| Walsh | 4,400 | 4,000 | 90 |
| Ward | 13,700 | 12,000 | 87 |
| Wells | 2,500 | 1,900 | 77 |
| Williams | 6,700 | 5,400 | 81 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **OHIO** | **2,966,200** | **2,754,500** | **93** |
| Adams | 6,100 | 4,400 | 73 |
| Allen | 31,500 | 28,500 | 91 |
| Ashland | 12,400 | 11,200 | 90 |
| Ashtabula | 29,000 | 25,000 | 86 |
| Athens | 12,200 | 10,300 | 85 |
| Auglaize | 11,100 | 9,600 | 86 |
| Belmont | 25,100 | 23,400 | 93 |
| Brown | 7,900 | 6,800 | 86 |
| Butler | 59,000 | 56,900 | 96 |
| Carroll | 6,100 | 5,100 | 84 |
| Champaign | 9,100 | 8,100 | 89 |
| Clark | 40,500 | 39,700 | 98 |
| Clermont | 24,800 | 24,400 | 98 |
| Clinton | 9,300 | 8,300 | 89 |
| Columbiana | 32,700 | 28,900 | 88 |
| Coshocton | 10,000 | 8,500 | 85 |
| Crawford | 15,100 | 13,400 | 89 |
| Cuyahoga | 517,700 | 494,600 | 96 |
| Darke | 14,100 | 11,900 | 84 |
| Defiance | 9,600 | 7,900 | 82 |
| Delaware | 10,300 | 9,300 | 90 |
| Erie | 21,400 | 19,200 | 90 |
| Fairfield | 19,600 | 17,500 | 89 |
| Fayette | 7,800 | 6,900 | 88 |
| Franklin | 208,700 | 202,100 | 97 |
| Fulton | 8,800 | 7,300 | 83 |
| Gallia | 6,900 | 6,000 | 87 |
| Geauga | 13,800 | 12,600 | 91 |
| Greene | 27,600 | 25,400 | 92 |
| Guernsey | 11,200 | 9,100 | 81 |
| Hamilton | 277,300 | 261,900 | 94 |
| Hancock | 17,800 | 15,900 | 89 |
| Hardin | 9,000 | 7,700 | 85 |
| Harrison | 5,300 | 4,500 | 86 |
| Henry | 7,700 | 6,900 | 90 |
| Highland | 9,300 | 7,800 | 84 |
| Hocking | 5,800 | 5,000 | 86 |
| Holmes | 5,800 | 4,700 | 81 |
| Huron | 14,100 | 13,200 | 94 |
| Jackson | 8,200 | 6,800 | 82 |
| Jefferson | 28,100 | 25,500 | 91 |
| Knox | 12,000 | 10,500 | 88 |
| Lake | 47,400 | 45,600 | 96 |
| Lawrence | 15,800 | 14,200 | 90 |
| Licking | 28,700 | 25,900 | 90 |
| Logan | 11,200 | 10,200 | 91 |
| Lorain | 65,700 | 62,500 | 95 |
| Lucas | 140,500 | 136,100 | 97 |
| Madison | 7,200 | 6,500 | 91 |
| Mahoning | 85,900 | 80,700 | 94 |
| Marion | 18,900 | 17,000 | 90 |
| Medina | 21,100 | 18,900 | 90 |
| Meigs | 6,600 | 5,500 | 84 |
| Mercer | 9,200 | 7,500 | 82 |
| Miami | 23,100 | 20,900 | 90 |
| Monroe | 4,400 | 3,700 | 83 |
| Montgomery | 159,800 | 153,300 | 96 |
| Morgan | 4,000 | 3,500 | 86 |
| Morrow | 5,600 | 4,600 | 82 |
| Muskingum | 24,000 | 21,100 | 88 |
| Noble | 3,300 | 2,900 | 88 |
| Ottawa | 11,000 | 10,300 | 94 |
| Paulding | 5,100 | 4,100 | 81 |
| Perry | 7,900 | 6,700 | 85 |
| Pickaway | 9,400 | 8,300 | 88 |
| Pike | 5,400 | 4,400 | 82 |
| Portage | 26,800 | 23,300 | 87 |
| Preble | 9,600 | 8,500 | 88 |
| Putnam | 8,100 | 7,200 | 89 |
| Richland | 35,000 | 30,800 | 88 |
| Ross | 17,200 | 15,000 | 87 |
| Sandusky | 18,900 | 16,900 | 90 |
| Scioto | 24,600 | 19,900 | 81 |
| Seneca | 17,600 | 16,500 | 94 |
| Shelby | 9,800 | 8,500 | 87 |
| Stark | 101,100 | 93,300 | 92 |
| Summit | 157,100 | 149,300 | 95 |
| Trumbull | 61,500 | 58,400 | 95 |
| Tuscarawas | 23,700 | 19,900 | 84 |
| Union | 7,000 | 5,900 | 85 |
| Vanwert | 9,200 | 7,800 | 85 |
| Vinton | 2,500 | 2,000 | 78 |
| Warren | 19,900 | 17,800 | 90 |
| Washington | 16,200 | 13,800 | 85 |
| Wayne | 21,900 | 19,800 | 90 |
| Williams | 9,600 | 8,500 | 89 |
| Wood | 21,400 | 18,700 | 88 |
| Wyandot | 6,500 | 5,600 | 86 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **OKLAHOMA** | **691,400** | **595,800** | **86** |
| Adair | 3,300 | 2,600 | 79 |
| Alfalfa | 2,600 | 2,200 | 84 |
| Atoka | 2,600 | 2,000 | 76 |
| Beaver | 2,000 | 1,500 | 77 |
| Beckham | 5,000 | 4,100 | 82 |
| Blaine | 3,500 | 3,200 | 90 |
| Bryan | 6,900 | 5,500 | 80 |
| Caddo | 8,200 | 6,800 | 83 |
| Canadian | 7,100 | 6,100 | 85 |
| Carter | 12,100 | 9,900 | 82 |
| Cherokee | 4,600 | 3,500 | 77 |
| Choctaw | 4,200 | 2,900 | 68 |
| Cimarron | 1,300 | 900 | 73 |
| Cleveland | 11,900 | 10,100 | 85 |
| Coal | 1,300 | 1,100 | 82 |
| Comanche | 23,300 | 20,600 | 88 |
| Cotton | 2,300 | 1,900 | 83 |
| Craig | 4,100 | 3,400 | 82 |
| Creek | 12,300 | 10,500 | 86 |
| Custer | 6,500 | 5,700 | 88 |
| Delaware | 3,600 | 2,700 | 76 |
| Dewey | 1,500 | 1,300 | 85 |
| Ellis | 1,600 | 1,100 | 67 |
| Garfield | 15,700 | 14,100 | 90 |
| Garvin | 8,000 | 6,700 | 83 |
| Grady | 8,800 | 7,300 | 83 |
| Grant | 2,300 | 2,000 | 87 |
| Greer | 2,600 | 2,100 | 81 |
| Harmon | 1,500 | 1,200 | 80 |
| Harper | 1,700 | 1,400 | 81 |
| Haskell | 2,100 | 1,500 | 70 |
| Hughes | 4,300 | 3,600 | 83 |
| Jackson | 8,500 | 6,700 | 79 |
| Jefferson | 2,300 | 1,900 | 84 |
| Johnston | 2,100 | 1,600 | 78 |
| Kay | 16,200 | 14,100 | 87 |
| Kingfisher | 3,100 | 2,800 | 89 |
| Kiowa | 4,400 | 3,600 | 81 |
| Latimer | 2,000 | 1,400 | 68 |
| Le Flore | 7,800 | 6,000 | 76 |
| Lincoln | 5,500 | 4,600 | 84 |
| Logan | 5,700 | 5,000 | 87 |
| Love | 1,400 | 1,200 | 82 |
| McClain | 3,600 | 3,100 | 86 |
| McCurtain | 6,600 | 5,100 | 77 |
| McIntosh | 3,100 | 2,400 | 79 |
| Major | 2,200 | 1,700 | 75 |
| Marshall | 2,100 | 1,700 | 83 |
| Mayes | 5,500 | 4,600 | 83 |
| Murray | 3,200 | 2,700 | 84 |
| Muskogee | 17,100 | 14,100 | 82 |
| Noble | 3,200 | 2,900 | 91 |
| Nowata | 3,200 | 2,800 | 86 |
| Okfuskee | 3,100 | 2,500 | 80 |
| Oklahoma | 143,600 | 130,300 | 91 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Okmulgee | 10,500 | 8,800 | 84 |
| Osage | 9,400 | 8,300 | 88 |
| Ottawa | 8,600 | 7,300 | 85 |
| Pawnee | 3,200 | 2,800 | 89 |
| Payne | 12,600 | 10,600 | 84 |
| Pittsburg | 9,300 | 7,200 | 77 |
| Pontotoc | 8,000 | 7,100 | 89 |
| Pottawatomie | 12,300 | 10,700 | 87 |
| Pushmataha | 2,300 | 1,600 | 69 |
| Roger Mills | 1,300 | 900 | 72 |
| Rogers | 5,900 | 5,000 | 85 |
| Seminole | 7,700 | 6,600 | 86 |
| Sequoyah | 4,400 | 3,400 | 78 |
| Stephens | 11,500 | 9,900 | 86 |
| Texas | 3,900 | 2,800 | 71 |
| Tillman | 4,200 | 3,500 | 84 |
| Tulsa | 111,700 | 100,600 | 90 |
| Wagoner | 4,300 | 3,500 | 81 |
| Washington | 13,500 | 12,500 | 93 |
| Washita | 5,200 | 4,500 | 86 |
| Woods | 3,500 | 2,900 | 84 |
| Woodward | 3,800 | 3,000 | 78 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **OREGON** | **578,700** | **514,700** | **89** |
| Baker | 5,800 | 4,700 | 80 |
| Benton | 11,400 | 9,500 | 83 |
| Clackamas | 36,600 | 34,200 | 94 |
| Clatsop | 9,000 | 8,100 | 90 |
| Columbia | 7,000 | 6,100 | 87 |
| Coos | 18,800 | 14,500 | 77 |
| Crook | 2,600 | 2,300 | 89 |
| Curry | 5,000 | 3,900 | 79 |
| Deschutes | 7,400 | 6,500 | 87 |
| Douglas | 21,300 | 18,700 | 88 |
| Gilliam | 1,000 | 700 | 75 |
| Grant | 2,300 | 1,700 | 75 |
| Harney | 2,000 | 1,900 | 93 |
| Hood River | 4,100 | 3,500 | 84 |
| Jackson | 24,400 | 22,000 | 90 |
| Jefferson | 2,100 | 1,700 | 80 |
| Josephine | 10,000 | 7,800 | 78 |
| Klamath | 15,000 | 13,500 | 90 |
| Lake | 2,200 | 1,900 | 84 |
| Lane | 52,000 | 46,800 | 90 |
| Lincoln | 8,600 | 7,500 | 87 |
| Linn | 17,500 | 15,600 | 89 |
| Malheur | 6,400 | 5,800 | 91 |
| Marion | 37,100 | 34,500 | 93 |
| Morrow | 1,300 | 1,100 | 85 |
| Multnomah | 182,200 | 166,800 | 92 |
| Polk | 8,300 | 7,300 | 88 |
| Sherman | 800 | 700 | 86 |
| Tillamook | 6,000 | 4,600 | 77 |
| Umatilla | 14,100 | 11,400 | 81 |
| Union | 5,800 | 4,300 | 75 |
| Wallowa | 2,300 | 1,700 | 75 |
| Wasco | 6,900 | 6,000 | 88 |
| Washington | 30,100 | 27,500 | 91 |
| Wheeler | 1,000 | 900 | 89 |
| Yamhill | 10,300 | 9,000 | 87 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **PENNSYLVANIA** | **3,282,300** | **3,083,000** | **94** |
| Adams | 14,600 | 12,100 | 83 |
| Allegheny | 477,000 | 464,400 | 97 |
| Armstrong | 22,700 | 19,600 | 86 |
| Beaver | 59,000 | 56,600 | 96 |
| Bedford | 11,900 | 9,600 | 81 |
| Berks | 82,500 | 75,600 | 92 |
| Blair | 40,100 | 37,400 | 93 |
| Bradford | 16,500 | 14,100 | 85 |
| Bucks | 98,800 | 92,400 | 94 |
| Butler | 32,500 | 28,600 | 88 |
| Cambria | 54,100 | 51,900 | 96 |
| Cameron | 2,100 | 2,000 | 95 |
| Carbon | 15,000 | 13,400 | 89 |
| Centre | 20,100 | 17,100 | 85 |
| Chester | 56,900 | 55,700 | 98 |
| Clarion | 10,300 | 9,200 | 90 |
| Clearfield | 23,000 | 19,700 | 86 |
| Clinton | 10,800 | 9,500 | 88 |
| Columbia | 15,900 | 13,900 | 87 |
| Crawford | 22,600 | 18,900 | 84 |
| Cumberland | 37,700 | 34,800 | 92 |
| Dauphin | 66,300 | 61,000 | 92 |
| Delaware | 162,400 | 158,100 | 97 |
| Elk | 10,300 | 9,300 | 90 |
| Erie | 73,800 | 70,100 | 95 |
| Fayette | 46,500 | 39,800 | 86 |
| Forest | 1,200 | 1,000 | 86 |
| Franklin | 25,400 | 19,800 | 78 |
| Fulton | 2,800 | 2,100 | 74 |
| Greene | 10,700 | 9,200 | 86 |
| Huntingdon | 10,900 | 9,100 | 84 |
| Indiana | 20,700 | 17,700 | 86 |
| Jefferson | 13,600 | 12,100 | 89 |
| Juniata | 4,500 | 3,600 | 79 |
| Lackawanna | 67,100 | 64,500 | 96 |
| Lancaster | 81,000 | 71,300 | 88 |
| Lawrence | 33,200 | 29,700 | 90 |
| Lebanon | 26,300 | 23,100 | 88 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Lehigh | 66,700 | 63,500 | 95 |
| Luzerne | 96,800 | 91,600 | 95 |
| Lycoming | 33,400 | 29,000 | 87 |
| McKean | 16,600 | 14,800 | 89 |
| Mercer | 37,000 | 36,000 | 97 |
| Mifflin | 12,700 | 11,300 | 89 |
| Monroe | 11,900 | 10,700 | 90 |
| Montgomery | 149,900 | 147,300 | 98 |
| Montour | 3,700 | 3,400 | 91 |
| Northampton | 58,800 | 56,800 | 97 |
| Northumberland | 30,200 | 26,100 | 87 |
| Perry | 7,600 | 6,400 | 84 |
| Philadelphia | 583,300 | 569,500 | 98 |
| Pike | 3,200 | 2,600 | 82 |
| Potter | 4,900 | 4,300 | 87 |
| Schuylkill | 48,600 | 41,700 | 86 |
| Snyder | 7,100 | 5,600 | 79 |
| Somerset | 21,400 | 19,400 | 91 |
| Sullivan | 1,800 | 1,500 | 82 |
| Susquehanna | 9,300 | 8,100 | 87 |
| Tioga | 10,900 | 9,100 | 84 |
| Union | 6,200 | 5,100 | 82 |
| Venango | 18,500 | 16,500 | 89 |
| Warren | 12,900 | 10,900 | 85 |
| Washington | 62,400 | 60,400 | 97 |
| Wayne | 8,000 | 6,700 | 84 |
| Westmoreland | 100,200 | 95,500 | 95 |
| Wyoming | 4,900 | 4,200 | 85 |
| York | 72,600 | 67,000 | 92 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **RHODE ISLAND** | **255,900** | **250,400** | **98** |
| Bristol | 10,800 | 10,600 | 98 |
| Kent | 34,500 | 34,100 | 99 |
| Newport | 21,500 | 21,400 | 100 |
| Providence | 172,500 | 168,000 | 97 |
| Washington | 16,600 | 16,300 | 98 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **SOUTH CAROLINA** | **588,800** | **489,600** | **83** |
| Abbeville | 5,400 | 4,300 | 80 |
| Aiken | 22,100 | 19,100 | 86 |
| Allendale | 2,400 | 1,700 | 69 |
| Anderson | 25,700 | 21,600 | 84 |
| Bamberg | 4,000 | 3,200 | 80 |
| Barnwell | 4,300 | 3,300 | 76 |
| Beaufort | 10,900 | 8,700 | 80 |
| Berkeley | 8,400 | 6,600 | 79 |
| Calhoun | 2,900 | 2,300 | 78 |
| Charleston | 60,000 | 53,000 | 88 |
| Cherokee | 8,700 | 7,100 | 82 |
| Chester | 7,400 | 6,300 | 85 |
| Chesterfield | 7,600 | 6,000 | 79 |
| Clarendon | 6,000 | 4,700 | 78 |
| Colleton | 7,000 | 5,400 | 77 |
| Darlington | 12,800 | 10,200 | 80 |
| Dillon | 6,600 | 5,000 | 75 |
| Dorchester | 5,700 | 4,700 | 82 |
| Edgefield | 3,800 | 3,100 | 83 |
| Fairfield | 5,000 | 3,800 | 76 |
| Florence | 20,600 | 16,700 | 81 |
| Georgetown | 8,500 | 6,800 | 80 |
| Greenville | 58,700 | 52,500 | 89 |
| Greenwood | 11,900 | 10,600 | 89 |
| Hampton | 4,100 | 3,100 | 76 |
| Horry | 14,800 | 11,700 | 79 |
| Jasper | 3,000 | 2,400 | 80 |
| Kershaw | 8,100 | 6,400 | 80 |
| Lancaster | 9,400 | 7,400 | 79 |
| Laurens | 11,600 | 9,500 | 82 |
| Lee | 4,600 | 3,500 | 77 |
| Lexington | 16,100 | 12,100 | 75 |
| McCormick | 2,000 | 1,600 | 78 |
| Marion | 7,200 | 6,000 | 83 |
| Marlboro | 6,700 | 5,200 | 77 |
| Newberry | 7,500 | 6,200 | 82 |
| Oconee | 9,600 | 8,100 | 85 |
| Orangeburg | 15,800 | 12,200 | 77 |
| Pickens | 12,000 | 10,100 | 85 |
| Richland | 44,400 | 39,400 | 89 |
| Saluda | 3,500 | 2,700 | 78 |
| Spartanburg | 41,300 | 34,400 | 83 |
| Sumter | 15,800 | 12,400 | 79 |
| Union | 7,400 | 6,100 | 83 |
| Williamsburg | 8,100 | 5,900 | 73 |
| York | 19,400 | 16,500 | 85 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **SOUTH DAKOTA** | **196,500** | **165,600** | **84** |
| Aurora | 1,300 | 1,200 | 89 |
| Beadle | 6,700 | 5,800 | 87 |
| Bennett | 700 | 600 | 81 |
| Bon Homme | 2,700 | 2,100 | 78 |
| Brookings | 5,800 | 4,700 | 80 |
| Brown | 10,300 | 8,700 | 84 |
| Brule | 1,900 | 1,600 | 84 |
| Buffalo | 400 | 300 | 81 |
| Butte | 2,700 | 2,300 | 86 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Campbell | 900 | 700 | 77 |
| Charles Mix | 3,300 | 2,400 | 74 |
| Clark | 2,000 | 1,700 | 85 |
| Clay | 3,200 | 2,500 | 77 |
| Codington | 6,000 | 5,100 | 86 |
| Corson | 1,300 | 1,000 | 74 |
| Custer | 1,400 | 1,100 | 75 |
| Davison | 5,100 | 4,300 | 85 |
| Day | 3,100 | 2,500 | 82 |
| Deuel | 1,600 | 1,100 | 71 |
| Dewey | 1,200 | 800 | 68 |
| Douglas | 1,300 | 900 | 71 |
| Edmunds | 1,500 | 1,200 | 77 |
| Fall River | 3,000 | 2,500 | 83 |
| Faulk | 1,200 | 1,000 | 83 |
| Grant | 2,800 | 2,300 | 82 |
| Gregory | 2,200 | 1,900 | 85 |
| Haakon | 900 | 800 | 87 |
| Hamlin | 1,800 | 1,500 | 81 |
| Hand | 1,900 | 1,600 | 82 |
| Hanson | 1,200 | 1,100 | 88 |
| Harding | 700 | 500 | 72 |
| Hughes | 3,600 | 3,400 | 94 |
| Hutchinson | 3,200 | 2,500 | 78 |
| Hyde | 800 | 600 | 79 |
| Jackson | 500 | 400 | 80 |
| Jerauld | 1,100 | 900 | 83 |
| Jones | 500 | 400 | 74 |
| Kingsbury | 2,900 | 2,400 | 84 |
| Lake | 3,200 | 2,800 | 88 |
| Lawrence | 5,500 | 4,800 | 87 |
| Lincoln | 3,800 | 3,200 | 85 |
| Lyman | 1,000 | 800 | 84 |
| McCook | 2,400 | 1,900 | 81 |
| McPherson | 1,600 | 1,100 | 66 |
| Marshall | 2,000 | 1,700 | 83 |
| Meade | 1,900 | 1,600 | 82 |
| Mellette | 600 | 400 | 72 |
| Miner | 1,600 | 1,400 | 85 |
| Minnehaha | 27,100 | 24,900 | 92 |
| Moody | 2,500 | 2,100 | 85 |
| Pennington | 18,900 | 16,000 | 85 |
| Perkins | 1,600 | 1,400 | 90 |
| Potter | 1,400 | 1,100 | 80 |
| Roberts | 3,300 | 2,700 | 81 |
| Sanborn | 1,400 | 1,100 | 82 |
| Shannon | 1,200 | 1,000 | 79 |
| Spink | 3,200 | 2,800 | 86 |
| Stanley | 1,000 | 900 | 92 |
| Sully | 800 | 600 | 75 |
| Todd | 1,100 | 800 | 73 |
| Tripp | 2,500 | 2,100 | 85 |
| Turner | 3,100 | 2,700 | 86 |
| Union | 3,100 | 2,900 | 93 |
| Walworth | 2,400 | 1,700 | 72 |
| Washabaugh | 200 | 200 | 81 |
| Yankton | 4,800 | 4,000 | 83 |
| Ziebach | 600 | 500 | 82 |

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| **TENNESSEE** | **966,200** | **785,900** | **81** |
| Anderson | 15,700 | 12,800 | 81 |
| Bedford | 6,400 | 5,300 | 82 |
| Benton | 2,800 | 1,900 | 69 |
| Bledsoe | 1,600 | 1,000 | 60 |
| Blount | 15,000 | 12,200 | 81 |
| Bradley | 10,100 | 8,900 | 88 |
| Campbell | 6,300 | 4,500 | 72 |
| Cannon | 2,100 | 1,400 | 66 |
| Carroll | 6,700 | 4,800 | 72 |
| Carter | 10,300 | 8,100 | 79 |
| Cheatham | 2,500 | 1,900 | 76 |
| Chester | 2,500 | 1,800 | 71 |
| Claiborne | 4,400 | 3,300 | 75 |
| Clay | 1,700 | 1,100 | 64 |
| Cocke | 5,900 | 4,400 | 74 |
| Coffee | 8,100 | 6,500 | 80 |
| Crockett | 3,900 | 2,900 | 75 |
| Cumberland | 4,440 | 3,200 | 73 |
| Davidson | 115,000 | 99,800 | 87 |
| Decatur | 2,100 | 1,500 | 70 |
| De Kalb | 2,600 | 2,100 | 80 |
| Dickson | 5,100 | 4,100 | 81 |
| Dyer | 8,100 | 6,700 | 82 |
| Fayette | 5,600 | 4,300 | 78 |
| Fentress | 2,800 | 1,600 | 56 |
| Franklin | 6,400 | 4,800 | 76 |
| Gibson | 13,200 | 10,700 | 81 |
| Giles | 6,000 | 4,400 | 73 |
| Grainger | 3,000 | 2,300 | 76 |
| Greene | 11,300 | 7,800 | 69 |
| Grundy | 2,600 | 1,800 | 70 |
| Hamblen | 8,900 | 7,000 | 79 |
| Hamilton | 68,600 | 58,900 | 86 |
| Hancock | 1,900 | 1,200 | 64 |
| Hardeman | 4,900 | 3,300 | 67 |
| Hardin | 4,300 | 2,900 | 67 |
| Hawkins | 7,300 | 5,500 | 75 |
| Haywood | 5,600 | 4,100 | 72 |
| Henderson | 4,200 | 3,100 | 75 |
| Henry | 6,600 | 5,400 | 81 |
| Hickman | 2,800 | 2,100 | 74 |
| Houston | 1,300 | 900 | 71 |
| Humphreys | 3,200 | 2,300 | 72 |
| Jackson | 2,100 | 1,400 | 69 |
| Jefferson | 5,700 | 4,600 | 80 |
| Johnson | 2,500 | 1,800 | 72 |
| Knox | 69,000 | 57,800 | 84 |

## U.S. TELEVISION HOMES
**continued**

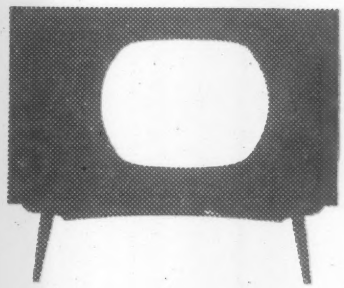
| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Lake | 2,400 | 1,700 | 73 |
| Lauderdale | 5,600 | 4,400 | 79 |
| Lawrence | 7,300 | 5,500 | 75 |
| Lewis | 1,500 | 1,100 | 75 |
| Lincoln | 6,300 | 4,900 | 78 |
| Loudon | 6,100 | 4,800 | 78 |
| McMinn | 8,800 | 7,200 | 82 |
| McNairy | 4,700 | 3,200 | 68 |
| Macon | 3,300 | 2,400 | 73 |
| Madison | 17,000 | 13,900 | 82 |
| Marion | 5,000 | 4,000 | 81 |
| Marshall | 4,800 | 3,800 | 79 |
| Maury | 11,800 | 9,600 | 82 |
| Meigs | 1,100 | 800 | 75 |
| Monroe | 5,700 | 4,500 | 80 |
| Montgomery | 13,600 | 11,600 | 85 |
| Moore | 900 | 600 | 69 |
| Morgan | 3,000 | 2,100 | 69 |
| Obion | 8,000 | 6,200 | 77 |
| Overton | 3,500 | 2,500 | 72 |
| Perry | 1,400 | 1,100 | 75 |
| Pickett | 1,000 | 700 | 70 |
| Polk | 2,900 | 2,300 | 80 |
| Putnam | 7,600 | 5,600 | 73 |
| Rhea | 4,100 | 3,100 | 76 |
| Roane | 10,300 | 8,400 | 82 |
| Robertson | 7,600 | 6,100 | 81 |
| Rutherford | 14,200 | 12,300 | 87 |
| Scott | 3,400 | 2,000 | 59 |
| Sequatchie | 1,100 | 800 | 73 |
| Sevier | 6,100 | 4,200 | 69 |
| Shelby | 180,700 | 155,700 | 86 |
| Smith | 3,300 | 2,500 | 75 |
| Stewart | 2,000 | 1,400 | 70 |
| Sullivan | 30,900 | 26,000 | 84 |
| Sumner | 10,100 | 8,100 | 81 |
| Tipton | 7,100 | 5,000 | 71 |
| Trousdale | 1,100 | 800 | 75 |
| Unicoi | 3,600 | 2,900 | 81 |
| Union | 1,900 | 1,200 | 64 |
| Van Buren | 700 | 500 | 76 |
| Warren | 6,400 | 4,800 | 75 |
| Washington | 16,800 | 14,000 | 83 |
| Wayne | 3,000 | 2,000 | 65 |
| Weakley | 7,000 | 4,800 | 69 |
| White | 3,900 | 3,000 | 76 |
| Williamson | 6,600 | 5,400 | 82 |
| Wilson | 7,900 | 6,200 | 78 |
| **TEXAS** | **2,777,900** | **2,401,000** | **86** |
| Anderson | 7,800 | 6,100 | 78 |
| Andrews | 4,000 | 3,500 | 86 |
| Angelina | 11,700 | 9,600 | 82 |
| Aransas | 2,100 | 1,800 | 86 |
| Archer | 1,700 | 1,500 | 87 |
| Armstrong | 400 | 300 | 87 |
| Atascosa | 4,600 | 3,700 | 79 |
| Austin | 4,200 | 3,100 | 75 |
| Bailey | 2,400 | 1,800 | 76 |
| Bandera | 1,200 | 1,000 | 82 |
| Bastrop | 4,800 | 3,800 | 80 |
| Baylor | 1,500 | 1,300 | 84 |
| Bee | 5,800 | 4,900 | 84 |
| Bell | 22,700 | 19,400 | 85 |
| Bexar | 198,000 | 175,300 | 89 |
| Blanco | 1,100 | 800 | 74 |
| Borden | 200 | 100 | 60 |
| Bosque | 3,400 | 2,900 | 85 |
| Bowie | 17,900 | 15,000 | 84 |
| Brazoria | 21,300 | 18,500 | 87 |
| Brazos | 12,300 | 10,300 | 83 |
| Brewster | 1,700 | 1,200 | 71 |
| Briscoe | 900 | 700 | 82 |
| Brooks | 2,300 | 1,800 | 80 |
| Brown | 7,500 | 5,900 | 79 |
| Burleson | 3,000 | 2,400 | 80 |
| Burnet | 2,700 | 2,300 | 84 |
| Caldwell | 4,700 | 3,800 | 80 |
| Calhoun | 5,000 | 3,800 | 77 |
| Callahan | 2,200 | 1,700 | 76 |
| Cameron | 38,200 | 30,900 | 81 |
| Camp | 2,300 | 1,900 | 84 |
| Carson | 2,300 | 1,900 | 84 |
| Cass | 6,300 | 5,200 | 83 |
| Castro | 2,300 | 2,000 | 87 |
| Chambers | 3,000 | 2,600 | 87 |
| Cherokee | 8,600 | 7,100 | 83 |
| Childress | 2,400 | 1,800 | 74 |
| Clay | 2,400 | 2,000 | 85 |
| Cochran | 1,400 | 1,100 | 80 |
| Coke | 1,000 | 800 | 80 |
| Coleman | 3,700 | 2,900 | 78 |
| Collin | 12,400 | 10,400 | 84 |
| Collingsworth | 1,600 | 1,300 | 78 |
| Colorado | 5,400 | 4,300 | 79 |
| Comal | 5,700 | 4,800 | 84 |
| Comanche | 3,400 | 2,500 | 72 |
| Concho | 1,000 | 800 | 78 |
| Cooke | 6,600 | 5,500 | 83 |
| Coryell | 7,500 | 6,300 | 84 |
| Cottle | 1,000 | 700 | 70 |
| Crane | 1,400 | 1,200 | 88 |
| Crockett | 1,100 | 800 | 73 |
| Crosby | 3,000 | 2,600 | 86 |
| Culberson | 800 | 600 | 78 |
| Dallam | 1,800 | 1,600 | 89 |
| Dallas | 305,900 | 281,200 | 92 |
| Dawson | 5,800 | 4,700 | 82 |
| Deaf Smith | 3,800 | 3,200 | 86 |
| Delta | 1,700 | 1,400 | 82 |
| Denton | 13,000 | 11,000 | 85 |
| De Witt | 5,900 | 4,600 | 78 |
| Dickens | 1,300 | 1,100 | 85 |
| Dimmit | 2,100 | 1,300 | 64 |
| Donley | 1,300 | 1,100 | 83 |
| Duval | 3,000 | 2,300 | 77 |
| Eastland | 6,300 | 5,100 | 81 |
| Ector | 27,800 | 24,800 | 89 |
| Edwards | 600 | 400 | 75 |
| Ellis | 12,600 | 10,800 | 86 |
| El Paso | 85,500 | 74,700 | 87 |
| Erath | 4,900 | 4,000 | 83 |
| Falls | 5,800 | 4,500 | 78 |
| Fannin | 7,100 | 5,600 | 79 |
| Fayette | 6,000 | 4,500 | 75 |
| Fisher | 2,000 | 1,700 | 87 |
| Floyd | 3,500 | 3,100 | 90 |
| Foard | 900 | 700 | 80 |
| Fort Bend | 10,200 | 9,100 | 89 |
| Franklin | 1,400 | 1,100 | 78 |
| Freestone | 3,500 | 2,600 | 75 |
| Frio | 2,400 | 1,700 | 72 |
| Gaines | 3,400 | 2,800 | 84 |
| Galveston | 42,300 | 37,900 | 89 |
| Garza | 1,600 | 1,400 | 86 |
| Gillespie | 3,200 | 2,300 | 70 |
| Glasscock | 300 | 300 | 84 |
| Goliad | 1,500 | 1,100 | 72 |
| Gonzales | 4,600 | 3,600 | 78 |
| Gray | 9,700 | 8,700 | 90 |
| Grayson | 22,700 | 20,000 | 88 |
| Gregg | 19,900 | 17,500 | 88 |
| Grimes | 3,700 | 3,000 | 81 |
| Guadalupe | 8,200 | 6,900 | 84 |
| Hale | 10,200 | 9,100 | 89 |
| Hall | 2,000 | 1,400 | 70 |
| Hamilton | 2,500 | 2,000 | 80 |
| Hansford | 1,500 | 1,300 | 85 |
| Hardeman | 2,600 | 2,100 | 80 |
| Hardin | 6,900 | 5,600 | 81 |
| Harris | 378,300 | 337,400 | 89 |
| Harrison | 12,100 | 10,200 | 84 |
| Hartley | 700 | 600 | 84 |
| Haskell | 3,000 | 2,400 | 81 |
| Hays | 4,900 | 4,100 | 84 |
| Hemphill | 900 | 700 | 73 |
| Henderson | 6,200 | 5,100 | 82 |
| Hidalgo N. | 33,800 | 27,000 | 80 |
| Hidalgo S. | 10,000 | 8,000 | 80 |
| Hill | 7,000 | 6,000 | 86 |
| Hockley | 6,000 | 4,900 | 82 |
| Hood | 1,600 | 1,400 | 90 |
| Hopkins | 5,500 | 3,900 | 71 |
| Houston | 5,300 | 4,300 | 81 |
| Howard | 11,100 | 9,500 | 86 |
| Hudspeth | 700 | 500 | 76 |
| Hunt | 12,100 | 10,300 | 85 |
| Hutchinson | 9,700 | 8,600 | 88 |
| Irion | 300 | 200 | 75 |
| Jack | 2,300 | 2,100 | 90 |
| Jackson | 3,800 | 3,000 | 79 |
| Jasper | 5,700 | 4,600 | 80 |
| Jeff Davis | 300 | 200 | 79 |
| Jefferson | 72,400 | 66,500 | 92 |
| Jim Hogg | 1,200 | 800 | 66 |
| Jim Wells | 8,400 | 7,100 | 84 |
| Johnson | 11,100 | 9,400 | 85 |
| Jones | 5,800 | 4,900 | 84 |
| Karnes | 3,700 | 2,900 | 78 |
| Kaufman | 8,000 | 6,800 | 85 |
| Kendall | 1,800 | 1,400 | 78 |
| Kenedy | 100 | | |
| Kent | 500 | 400 | 87 |
| Kerr | 4,800 | 3,800 | 78 |
| Kimble | 1,100 | 700 | 63 |
| King | 100 | 100 | 86 |
| Kinney | 600 | 300 | 48 |
| Kleberg | 7,700 | 6,300 | 81 |
| Knox | 2,200 | 1,800 | 80 |
| Lamar | 10,000 | 6,800 | 68 |
| Lamb | 6,100 | 5,200 | 85 |
| Lampasas | 3,000 | 2,500 | 84 |
| La Salle | 1,400 | 1,000 | 72 |
| Lavaca | 5,800 | 3,900 | 67 |
| Lee | 2,300 | 1,600 | 72 |
| Leon | 2,800 | 2,200 | 77 |
| Liberty | 8,800 | 7,400 | 84 |
| Limestone | 5,700 | 4,500 | 79 |
| Lipscomb | 1,100 | 800 | 75 |
| Live Oak | 1,900 | 1,400 | 76 |
| Llano | 1,600 | 1,300 | 81 |
| Loving | 100 | 100 | 87 |
| Lubbock | 44,100 | 38,500 | 87 |
| Lynn | 3,000 | 2,600 | 86 |
| McCulloch | 2,500 | 1,700 | 68 |
| McLennan | 44,100 | 38,800 | 88 |
| McMullen | 200 | 200 | 81 |
| Madison | 1,900 | 1,400 | 72 |
| Marion | 2,000 | 1,700 | 83 |
| Martin | 1,200 | 1,000 | 80 |
| Mason | 1,100 | 700 | 68 |
| Matagorda | 7,100 | 5,400 | 76 |
| Maverick | 4,300 | 1,900 | 44 |
| Medina | 4,900 | 4,100 | 84 |
| Menard | 800 | 500 | 58 |
| Midland | 21,400 | 19,500 | 91 |
| Milam | 6,600 | 5,000 | 76 |
| Mills | 1,300 | 1,000 | 75 |
| Mitchell | 3,100 | 2,700 | 86 |
| Montague | 4,600 | 4,000 | 87 |
| Montgomery | 7,900 | 6,400 | 80 |
| Moore | 4,000 | 3,300 | 83 |
| Morris | 3,500 | 2,900 | 84 |
| Motley | 900 | 500 | 59 |
| Nacogdoches | 7,500 | 5,900 | 79 |
| Navarro | 10,100 | 8,800 | 87 |
| Newton | 2,700 | 2,100 | 77 |
| Nolan | 5,800 | 5,100 | 88 |
| Nueces | 61,000 | 54,000 | 89 |
| Ochiltree | 2,900 | 2,400 | 84 |
| Oldham | 600 | 600 | 93 |
| Orange | 17,100 | 14,700 | 86 |
| Palo Pinto | 6,600 | 5,900 | 89 |
| Panola | 4,200 | 3,500 | 83 |
| Parker | 7,000 | 6,000 | 86 |
| Parmer | 2,600 | 2,200 | 84 |
| Pecos | 3,100 | 2,500 | 81 |
| Polk | 3,700 | 2,700 | 72 |
| Potter | 38,100 | 35,500 | 93 |
| Presidio | 1,300 | 800 | 63 |
| Rains | 700 | 500 | 75 |
| Randall | 10,600 | 8,600 | 81 |
| Reagan | 900 | 800 | 91 |
| Real | 500 | 300 | 58 |
| Red River | 4,400 | 3,200 | 73 |
| Reeves | 5,200 | 4,500 | 86 |
| Refugio | 3,000 | 2,500 | 83 |
| Roberts | 300 | 200 | 82 |
| Robertson | 4,300 | 3,600 | 84 |
| Rockwall | 1,600 | 1,400 | 90 |
| Runnels | 4,200 | 3,600 | 85 |
| Rusk | 10,100 | 8,400 | 83 |
| Sabine | 1,800 | 1,300 | 73 |
| San Augustine | 1,900 | 1,600 | 85 |
| San Jacinto | 1,600 | 1,200 | 77 |
| San Patricio | 11,100 | 9,600 | 87 |
| San Saba | 1,900 | 1,300 | 69 |
| Schleicher | 700 | 600 | 85 |
| Scurry | 6,000 | 5,100 | 85 |
| Shackelford | 1,100 | 1,000 | 88 |
| Shelby | 5,900 | 4,400 | 74 |
| Sherman | 800 | 700 | 86 |
| Smith | 24,800 | 21,800 | 88 |
| Somervell | 900 | 700 | 83 |
| Starr | 3,500 | 2,500 | 72 |
| Stephens | 2,700 | 2,300 | 86 |
| Sterling | 200 | 200 | 80 |
| Stonewall | 800 | 700 | 86 |
| Sutton | 900 | 700 | 77 |
| Swisher | 2,900 | 2,500 | 85 |
| Tarrant | 165,400 | 148,700 | 90 |
| Taylor | 31,400 | 28,100 | 90 |
| Terrell | 800 | 500 | 59 |
| Terry | 4,300 | 3,600 | 83 |
| Throckmorton | 700 | 600 | 81 |
| Titus | 4,600 | 3,700 | 81 |
| Tom Green | 18,800 | 15,900 | 85 |
| Travis | 60,500 | 52,700 | 87 |
| Trinity | 2,100 | 1,500 | 71 |
| Tyler | 2,700 | 2,200 | 83 |
| Upshur | 5,500 | 4,100 | 75 |
| Upton | 1,900 | 1,600 | 84 |
| Uvalde | 4,500 | 3,500 | 78 |
| Val Verde | 7,200 | 5,000 | 70 |
| Van Zandt | 5,700 | 4,600 | 80 |
| Victoria | 13,500 | 11,100 | 82 |
| Walker | 5,600 | 4,600 | 83 |
| Waller | 3,100 | 2,500 | 82 |
| Ward | 4,000 | 3,400 | 84 |
| Washington | 5,600 | 4,200 | 75 |
| Webb | 16,900 | 13,700 | 81 |
| Wharton | 10,400 | 8,700 | 84 |
| Wheeler | 2,000 | 1,500 | 76 |
| Wichita | 34,300 | 30,600 | 89 |
| Wilbarger | 4,900 | 4,100 | 85 |
| Willacy | 4,700 | 3,700 | 78 |
| Williamson | 9,900 | 8,500 | 86 |
| Wilson | 3,200 | 2,600 | 82 |
| Winkler | 4,100 | 3,500 | 86 |
| Wise | 5,100 | 4,300 | 84 |
| Wood | 5,200 | 4,300 | 82 |
| Yoakum | 2,100 | 1,800 | 87 |
| Young | 5,300 | 4,800 | 90 |
| Zapata | 900 | 600 | 62 |
| Zavala | 2,700 | 1,800 | 66 |
| **UTAH** | **246,400** | **221,400** | **90** |
| Beaver | 1,000 | 900 | 88 |
| Box Elder | 6,500 | 5,900 | 90 |
| Cache | 9,600 | 8,100 | 84 |
| Carbon | 5,600 | 4,500 | 81 |
| Daggett | 300 | 100 | 41 |
| Davis | 17,300 | 15,600 | 90 |
| Duchesne | 1,600 | 1,200 | 76 |
| Emery | 1,400 | 1,100 | 80 |
| Garfield | 800 | 600 | 80 |
| Grand | 1,700 | 900 | 55 |
| Iron | 2,900 | 2,200 | 77 |
| Juab | 1,200 | 1,100 | 90 |
| Kane | 600 | 500 | 76 |
| Millard | 1,900 | 1,400 | 75 |
| Morgan | 700 | 600 | 87 |
| Piute | 200 | 200 | 76 |
| Rich | 400 | 300 | 73 |
| Salt Lake | 111,800 | 104,000 | 93 |
| San Juan | 1,700 | 1,300 | 75 |
| Sanpete | 2,900 | 2,600 | 90 |

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation . . . with their Color TV engineering skills, wonderful Color programming, and Color selling power."

Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group . . . covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"

Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation



Call your WLW Representative . . . you'll be glad you did!
the dynamic Crosley Stations

**WLW-C** Television Columbus

**WLW-T** Television Cincinnati

**WLW-A** Television Atlanta

**WLW-I** Television Indianapolis

**WLW-D** Television Dayton

**WLW** Radio

Crosley Broadcasting Corporation, a division of Avco

## U.S. TELEVISION HOMES
**continued**

| | Total homes | ARB tv homes | ARB tv penetration (%) |
|---|---|---|---|
| Sevier | 2,600 | 2,300 | 90 |
| Summit | 1,300 | 1,200 | 90 |
| Tooele | 5,100 | 4,300 | 85 |
| Uintah | 2,800 | 2,400 | 86 |
| Utah | 27,800 | 24,700 | 89 |
| Wasatch | 1,300 | 1,100 | 85 |
| Washington | 2,700 | 1,900 | 70 |
| Wayne | 300 | 300 | 96 |
| Weber | 32,400 | 30,100 | 93 |
| **VERMONT** | **109,300** | **942,200** | **86** |
| Addison | 5,200 | 4,300 | 83 |
| Bennington | 7,600 | 6,200 | 81 |
| Caledonia | 6,600 | 5,700 | 87 |
| Chittenden | 20,000 | 17,800 | 89 |
| Essex | 1,700 | 1,500 | 89 |
| Franklin | 7,900 | 7,100 | 90 |
| Grand Isle | 700 | 700 | 94 |
| Lamoille | 2,900 | 2,700 | 92 |
| Orange | 4,400 | 3,600 | 82 |
| Orleans | 5,400 | 4,500 | 82 |
| Rutland | 13,600 | 11,600 | 85 |
| Washington | 12,000 | 10,700 | 90 |
| Windham | 8,600 | 7,100 | 82 |
| Windsor | 12,700 | 10,700 | 84 |
| **VIRGINIA** | **1,038,500** | **885,400** | **85** |
| Accomack | 8,800 | 7,400 | 84 |
| Albemarle | 15,300 | 11,500 | 75 |
| Alleghany | 7,300 | 6,100 | 83 |
| Amelia | 1,600 | 1,200 | 77 |
| Amherst | 5,200 | 3,900 | 74 |
| Appomattox | 2,000 | 1,500 | 77 |
| Arlington | 76,700 | 71,400 | 93 |
| Augusta | 20,000 | 14,900 | 74 |
| Bath | 1,300 | 900 | 72 |
| Bedford | 7,700 | 6,100 | 79 |
| Bland | 1,300 | 1,000 | 80 |
| Botetourt | 4,000 | 3,400 | 86 |
| Brunswick | 3,600 | 3,000 | 83 |
| Buchanan | 7,300 | 5,600 | 77 |
| Buckingham | 2,300 | 1,700 | 75 |
| Campbell | 23,500 | 19,500 | 83 |
| Caroline | 2,800 | 2,400 | 87 |
| Carroll | 7,000 | 5,500 | 79 |
| Charles City | 1,100 | 900 | 78 |
| Charlotte | 3,100 | 2,500 | 80 |
| Chesterfield | 17,900 | 17,000 | 95 |
| Clarke | 2,100 | 1,600 | 78 |
| Craig | 800 | 700 | 85 |
| Culpeper | 3,600 | 3,000 | 84 |
| Cumberland | 1,400 | 1,100 | 81 |
| Dickenson | 4,200 | 3,400 | 82 |
| Dinwiddie | 14,700 | 12,400 | 85 |
| Essex | 1,600 | 1,300 | 80 |
| Fairfax | 81,600 | 73,200 | 90 |
| Fauquier | 6,000 | 5,300 | 88 |
| Floyd | 2,400 | 1,800 | 76 |
| Fluvanna | 1,900 | 1,500 | 78 |
| Franklin | 6,000 | 4,700 | 78 |
| Frederick | 10,400 | 8,500 | 82 |
| Giles | 4,000 | 3,400 | 84 |
| Gloucester | 3,200 | 2,800 | 88 |
| Goochland | 1,800 | 1,600 | 88 |
| Grayson | 4,400 | 3,300 | 74 |
| Greene | 1,000 | 600 | 65 |
| Greensville | 3,600 | 3,000 | 84 |
| Halifax | 8,900 | 7,100 | 80 |
| Hanover | 6,500 | 5,400 | 84 |
| Henrico | 94,100 | 81,500 | 87 |
| Henry | 14,400 | 12,400 | 86 |
| Highland | 600 | 500 | 79 |
| Isle of Wight | 4,000 | 3,400 | 84 |
| James City | 3,400 | 2,900 | 86 |
| King and Queen | 1,200 | 900 | 74 |
| King George | 1,800 | 1,500 | 82 |
| King William | 1,800 | 1,600 | 86 |
| Lancaster | 2,500 | 2,200 | 87 |
| Lee | 5,500 | 4,400 | 80 |
| Loudoun | 5,900 | 4,900 | 82 |
| Louisa | 3,200 | 2,400 | 76 |
| Lunenburg | 3,000 | 2,400 | 80 |
| Madison | 1,900 | 1,300 | 67 |
| Mathews | 1,900 | 1,700 | 88 |
| Mecklenburg | 7,200 | 5,700 | 79 |
| Middlesex | 1,700 | 1,400 | 84 |
| Montgomery | 10,300 | 8,800 | 86 |
| Nansemond | 11,300 | 9,500 | 84 |
| Nelson | 2,900 | 2,400 | 83 |
| New Kent | 1,100 | 900 | 79 |
| Norfolk | 139,900 | 120,500 | 86 |
| Northampton | 4,400 | 3,700 | 84 |
| Northumberland | 2,600 | 2,200 | 84 |
| Nottoway | 3,800 | 3,200 | 83 |
| Orange | 3,100 | 2,500 | 81 |
| Page | 4,000 | 3,500 | 87 |
| Patrick | 3,500 | 2,700 | 78 |
| Pittsylvania | 26,700 | 21,500 | 81 |
| Powhatan | 1,400 | 1,200 | 83 |
| Prince Edward | 3,300 | 2,400 | 74 |
| Prince George | 11,900 | 9,800 | 82 |
| Princess Anne | 23,500 | 20,300 | 86 |
| Prince William | 13,000 | 11,700 | 90 |
| Pulaski | 6,900 | 6,000 | 87 |
| Rappahannock | 1,200 | 1,000 | 85 |
| Richmond | 1,600 | 1,300 | 84 |
| Roanoke | 43,500 | 39,700 | 91 |
| Rockbridge | 7,300 | 6,000 | 83 |
| Rockingham | 13,600 | 10,600 | 78 |
| Russell | 5,900 | 4,500 | 75 |
| Scott | 6,100 | 4,700 | 77 |
| Shenandoah | 5,800 | 4,900 | 84 |
| Smyth | 7,100 | 5,800 | 82 |
| Southampton | 6,400 | 5,600 | 87 |
| Spotsylvania | 7,000 | 5,800 | 83 |
| Stafford | 4,500 | 3,500 | 77 |
| Surry | 1,400 | 1,100 | 78 |
| Sussex | 2,700 | 2,300 | 85 |
| Tazewell | 10,100 | 8,200 | 81 |
| Warren | 3,700 | 3,000 | 80 |
| Warwick | 55,000 | 48,200 | 88 |
| Washington | 13,000 | 10,600 | 81 |
| Westmoreland | 2,800 | 2,300 | 82 |
| Wise | 11,100 | 9,700 | 88 |
| Wythe | 5,400 | 4,700 | 87 |
| York | 5,700 | 4,900 | 86 |
| **WASHINGTON** | **935,100** | **851,800** | **91** |
| Adams | 3,100 | 2,900 | 93 |
| Asotin | 4,200 | 3,600 | 85 |
| Benton | 19,200 | 16,200 | 84 |
| Chelan | 13,500 | 10,800 | 80 |
| Clallam | 9,700 | 8,400 | 86 |
| Clark | 30,000 | 27,800 | 93 |
| Columbia | 1,500 | 1,300 | 85 |
| Cowlitz | 18,400 | 16,700 | 91 |
| Douglas | 4,700 | 3,900 | 84 |
| Ferry | 1,000 | 800 | 79 |
| Franklin | 5,800 | 4,900 | 85 |
| Garfield | 800 | 700 | 88 |
| Grant | 13,800 | 12,000 | 87 |
| Grays Harbor | 18,400 | 15,700 | 85 |
| Island | 6,300 | 5,700 | 90 |
| Jefferson | 2,700 | 2,300 | 86 |
| King | 323,000 | 302,600 | 94 |
| Kitsap | 27,800 | 25,600 | 92 |
| Kittitas | 6,200 | 5,200 | 84 |
| Klickitat | 4,500 | 3,600 | 79 |
| Lewis | 13,900 | 11,600 | 84 |
| Lincoln | 3,500 | 3,100 | 89 |
| Mason | 5,200 | 4,900 | 93 |
| Okanogan | 7,600 | 6,300 | 83 |
| Pacific | 4,900 | 4,100 | 84 |
| Pend Oreille | 2,100 | 1,800 | 85 |
| Pierce | 96,900 | 91,700 | 95 |
| San Juan | 900 | 800 | 88 |
| Skagit | 16,400 | 14,500 | 88 |
| Skamania | 1,700 | 1,400 | 84 |
| Snohomish | 59,200 | 52,100 | 88 |
| Spokane | 92,300 | 87,100 | 94 |
| Stevens | 5,500 | 4,300 | 78 |
| Thurston | 18,900 | 18,100 | 96 |
| Wahkiakum | 900 | 800 | 86 |
| Walla Walla | 12,800 | 10,900 | 85 |
| Whatcom | 23,600 | 20,700 | 88 |
| Whitman | 9,000 | 7,600 | 84 |
| Yakima | 45,200 | 39,300 | 87 |
| **WEST VIRGINIA** | **481,300** | **413,400** | **86** |
| Barbour | 3,800 | 2,800 | 73 |
| Berkeley | 9,400 | 8,300 | 88 |
| Boone | 6,400 | 5,400 | 85 |
| Braxton | 3,600 | 2,800 | 76 |
| Brooke | 7,900 | 7,100 | 90 |
| Cabell | 32,800 | 29,700 | 91 |
| Calhoun | 1,800 | 1,300 | 73 |
| Clay | 2,800 | 2,200 | 78 |
| Doddridge | 1,700 | 1,200 | 70 |
| Fayette | 14,900 | 12,200 | 82 |
| Gilmer | 1,900 | 1,400 | 72 |
| Grant | 2,200 | 1,500 | 70 |
| Greenbrier | 8,400 | 6,800 | 81 |
| Hampshire | 2,800 | 2,300 | 83 |
| Hancock | 10,400 | 9,300 | 90 |
| Hardy | 2,200 | 1,600 | 71 |
| Harrison | 21,500 | 19,400 | 90 |
| Jackson | 4,600 | 4,000 | 87 |
| Jefferson | 4,900 | 4,300 | 88 |
| Kanawha | 69,500 | 62,800 | 90 |
| Lewis | 4,800 | 4,100 | 86 |
| Lincoln | 4,600 | 3,700 | 81 |
| Logan | 13,800 | 11,900 | 86 |
| McDowell | 16,000 | 13,000 | 81 |
| Marion | 18,200 | 16,200 | 89 |
| Marshall | 10,600 | 9,300 | 88 |
| Mason | 6,400 | 5,500 | 85 |
| Mercer | 17,200 | 14,700 | 86 |
| Mineral | 6,200 | 5,000 | 81 |
| Mingo | 8,900 | 7,400 | 83 |
| Monongalia | 14,200 | 12,300 | 87 |
| Monroe | 2,800 | 2,100 | 75 |
| Morgan | 2,300 | 1,900 | 84 |
| Nicholas | 6,000 | 4,800 | 80 |
| Ohio | 20,100 | 19,500 | 97 |
| Pendleton | 2,000 | 1,400 | 69 |
| Pleasants | 1,700 | 1,500 | 91 |
| Pocahontas | 2,400 | 1,700 | 71 |
| Preston | 6,600 | 5,600 | 85 |
| Putnam | 5,900 | 4,800 | 82 |
| Raleigh | 18,900 | 16,000 | 85 |
| Randolph | 6,500 | 4,800 | 74 |
| Ritchie | 2,900 | 2,300 | 79 |
| Roane | 3,600 | 2,800 | 78 |
| Summers | 3,900 | 3,100 | 79 |
| Taylor | 4,000 | 3,300 | 83 |
| Tucker | 1,800 | 1,500 | 83 |
| Tyler | 2,800 | 2,200 | 78 |
| Upshur | 4,800 | 3,400 | 71 |
| Wayne | 8,000 | 6,700 | 84 |
| Webster | 3,200 | 2,300 | 73 |
| Wetzel | 5,100 | 4,500 | 87 |
| Wirt | 1,200 | 900 | 77 |
| Wood | 22,800 | 20,500 | 90 |
| Wyoming | 7,600 | 6,300 | 82 |
| **WISCONSIN** | **1,160,700** | **1,054,600** | **91** |
| Adams | 2,400 | 1,800 | 74 |
| Ashland | 4,700 | 4,200 | 89 |
| Barron | 10,000 | 8,400 | 84 |
| Bayfield | 3,500 | 3,000 | 85 |
| Brown | 34,700 | 33,100 | 95 |
| Buffalo | 4,000 | 3,000 | 75 |
| Burnett | 2,800 | 2,100 | 77 |
| Calumet | 6,300 | 5,600 | 89 |
| Chippewa | 12,100 | 10,200 | 84 |
| Clark | 8,900 | 7,200 | 81 |
| Columbia | 11,300 | 9,600 | 85 |
| Crawford | 4,400 | 3,500 | 80 |
| Dane | 64,300 | 58,100 | 90 |
| Dodge | 18,200 | 15,100 | 83 |
| Door | 6,200 | 5,300 | 85 |
| Douglas | 13,600 | 12,700 | 93 |
| Dunn | 7,300 | 6,300 | 86 |
| Eau Claire | 17,200 | 14,800 | 86 |
| Florence | 800 | 600 | 76 |
| Fond du Lac | 21,800 | 19,800 | 91 |
| Forest | 2,000 | 1,500 | 76 |
| Grant | 13,000 | 11,400 | 88 |
| Green | 7,800 | 6,500 | 83 |
| Green Lake | 4,600 | 4,000 | 87 |
| Iowa | 5,600 | 4,700 | 84 |
| Iron | 2,500 | 2,200 | 90 |
| Jackson | 4,400 | 3,700 | 85 |
| Jefferson | 14,900 | 13,200 | 89 |
| Juneau | 4,900 | 3,900 | 80 |
| Kenosha | 31,200 | 29,600 | 95 |
| Kewaunee | 4,800 | 4,100 | 86 |
| La Crosse | 20,800 | 18,600 | 90 |
| Lafayette | 5,200 | 4,300 | 82 |
| Langlade | 5,500 | 4,900 | 88 |
| Lincoln | 6,500 | 5,700 | 88 |
| Manitowoc | 22,000 | 19,800 | 90 |
| Marathon | 24,600 | 21,400 | 87 |
| Marinette | 10,000 | 8,700 | 87 |
| Marquette | 2,400 | 1,900 | 81 |
| Milwaukee | 313,400 | 299,800 | 96 |
| Monroe | 8,300 | 7,100 | 86 |
| Oconto | 7,100 | 6,000 | 85 |
| Oneida | 6,800 | 6,000 | 88 |
| Outagamie | 28,700 | 26,800 | 94 |
| Ozaukee | 11,400 | 10,400 | 91 |
| Pepin | 2,000 | 1,700 | 85 |
| Pierce | 6,500 | 5,900 | 90 |
| Polk | 7,600 | 6,700 | 89 |
| Portage | 9,700 | 8,800 | 90 |
| Price | 4,200 | 3,500 | 82 |
| Racine | 43,400 | 41,300 | 95 |
| Richland | 4,700 | 4,000 | 85 |
| Rock | 35,300 | 31,800 | 90 |
| Rusk | 4,100 | 3,200 | 79 |
| St. Croix | 8,500 | 7,900 | 92 |
| Sauk | 10,600 | 8,600 | 81 |
| Sawyer | 2,800 | 2,300 | 82 |
| Shawano | 9,200 | 7,900 | 86 |
| Sheboygan | 26,200 | 23,600 | 90 |
| Taylor | 4,700 | 4,100 | 88 |
| Trempealeau | 6,500 | 5,600 | 86 |
| Vernon | 7,300 | 6,200 | 85 |
| Vilas | 2,700 | 2,000 | 74 |
| Walworth | 16,500 | 15,100 | 92 |
| Washburn | 3,000 | 2,400 | 79 |
| Washington | 13,600 | 12,000 | 88 |
| Waukesha | 45,600 | 43,300 | 95 |
| Waupaca | 10,300 | 8,900 | 87 |
| Waushara | 4,000 | 3,300 | 83 |
| Winnebago | 32,300 | 29,200 | 90 |
| Wood | 16,500 | 14,700 | 89 |
| **WYOMING** | **97,900** | **80,100** | **82** |
| Albany | 6,100 | 5,000 | 82 |
| Big Horn | 3,300 | 2,500 | 77 |
| Campbell | 1,900 | 1,300 | 68 |
| Carbon | 4,500 | 3,300 | 73 |
| Converse | 1,800 | 1,500 | 82 |
| Crook | 1,500 | 1,100 | 70 |
| Fremont | 7,900 | 6,300 | 79 |
| Goshen | 3,500 | 3,000 | 86 |
| Hot Springs | 2,100 | 1,700 | 83 |
| Johnson | 1,700 | 1,300 | 79 |
| Laramie | 17,500 | 15,700 | 90 |
| Lincoln | 2,700 | 2,000 | 73 |
| Natrona | 14,500 | 12,400 | 86 |
| Niobrara | 1,200 | 1,000 | 84 |
| Park | 5,300 | 4,200 | 78 |
| Platte | 2,200 | 1,500 | 69 |
| Sheridan | 5,900 | 4,700 | 80 |
| Sublette | 1,300 | 900 | 68 |
| Sweetwater | 5,200 | 4,100 | 78 |
| Teton | 900 | 700 | 81 |
| Uinta | 2,000 | 1,800 | 92 |
| Washakie | 2,400 | 2,000 | 85 |
| Weston | 2,500 | 2,100 | 83 |
| **HAWAII** | **152,700** | **132,200** | **87** |
| Hawaii | 16,600 | 14,400 | 87 |
| Honolulu | 115,900 | 104,700 | 90 |
| Kauai | 8,300 | 4,200 | 51 |
| Maui | 11,900 | 8,900 | 75 |
| **U. S. TOTAL** | **53,239,500** | **47,886,600** | **90** |

## Way cleared for grant of New Orleans ch. 12

The long-pending contest for ch. 12 New Orleans neared decision last week as FCC Chief Hearing Examiner James D. Cunningham granted a joint request by the remaining two applicants to merge. The two applicants, Coastal Television Co. and Supreme Broadcasting Co., both have been found qualified in financial and other respects to operate on the channel. Under the merger agreement, Supreme stockholders will become a 40% partner of Coastal.

The two companies have been operating ch. 13 New Orleans (WVUE [TV] ) jointly under a temporary authorization until that channel should be assigned to Biloxi, Miss. An initial decision looking toward that move was issued last month. In the interim Supreme has held a construction permit for WJMR-TV (ch. 20) New Orleans.

The merger agreement was drawn in January 1959, at which time a third applicant, Oklahoma Television Corp., withdrew and was paid $75,000 for expenses.

In approving the merger, Mr. Cunningham dismissed the Supreme application and returned the amended Coastal application to hearing status before Examiner Charles J. Frederick. An air hazard issue is still to be determined, although indications are that this obstacle will be overcome.

## Dumont stresses need for fourth tv network

Dr. Allen B. DuMont, one of the pioneers of the television industry, said last week FCC Chairman Newton N. Minow is swinging at the wrong target in his fight with broadcasters over programming.

He said the only way to solve the programming problems of present-day television is for the government to sponsor a fourth nationwide network, which would be devoted to non-commercial, intellectual, and informative type programming.

He pleaded for a "few million dollars," of the more than $40 billion now being spent on defense, armaments and space, and for "men with guts to bring culture and information" to tv. Addressing himself to Mr. Minow, Dr. DuMont said he couldn't drop the programming problem "in the lap of the commercial broadcasters," or "solve the problem through fear and pressure" because "the economics of the industry are against it."

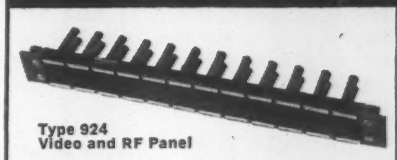
"Instead of threatening the industry," Dr. DuMont said, Mr. Minow should


SELF-NORMALLING JACK
NEMS-CLARKE TYPE 999*

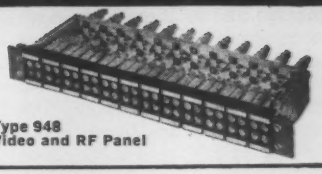
This self-normalling jack is for use in applications where a "normal-through" condition is known to be of a semi-permanent nature. It accepts a Nems-Clarke 966-A or 967 series patch cord plug for sampling or temporary re-routing. So used, the rear jack connection is automatically terminated to 70 or 50 ohm impedance. Removal of plug or patch card automatically restores "normal-through" condition. VSWR of less than 1.25:1 at frequencies up to 260 mc. is guaranteed. Minimum interload capacitance is achieved by wide electrical separation of parallel conductors, bringing the figure well below 60 db down at 260 mc.

*Patent applied for.

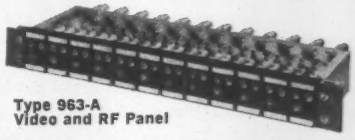
NEMS-CLARKE AUDIO, VIDEO & RF JACK PANELS FOR 70 OHM AND 50 OHM LINES



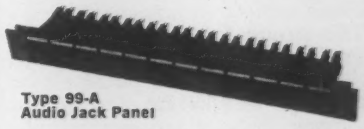
Type 924
Video and RF Panel



Type 948
Video and RF Panel



Type 963-A
Video and RF Panel



Type 99-A
Audio Jack Panel

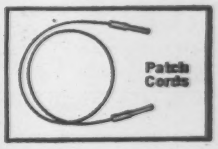
Featuring high quality construction and compact design to conserve rack space, Nems-Clarke Jack Panels can be supplied for use with either RCA or Western Electric equipment.

In Video and RF Jack Panels, subchassis can be furnished with provision for 12, 18 or 24 Amphenol connectors and plugs to permit disconnection of long lines when necessary. Heat-treated beryllium copper spring contacts assure long, maintenance-free service.

Silver and gold flash types available.

Audio Jack Panel contacts are of coin silver, with nickel plated steel jacks spaced to eliminate possibility of splitting circuits.

Patch cords and looping plugs also available.

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PRODUCERS OF NEMS-CLARKE EQUIPMENT
919 JESUP-BLAIR DRIVE, SILVER SPRING, MARYLAND / 2301 PONTIUS AVENUE, LOS ANGELES 64, CALIFORNIA

work within the FCC to make the necessary channels available and start lobbying in Congress and the White House to obtain the necessary funds.

Dr. DuMont, founder of the Allen B. DuMont Laboratories, now a division of Fairchild Camera & Instrument Corp., made his remarks at the annual summer meeting of the American Institute of Electrical Engineers in Ithaca, N. Y. The institute awarded him an honorary membership, its highest honor for a non-member.

## 'LICENSE NETWORKS'

### Rep. Moss sees that as cure-all for tv's ills

There's not much wrong with television that licensing of networks and, possibly, option-time regulation wouldn't cure. That was the burden of remarks by Rep. John E. Moss (D-Calif.) on CBS Radio's *The Leading Question* last week.

Rep. William Springer (R-Ill.), who also appeared on the program, which dealt with government's role in broadcasting, was more sympathetic to the industry on most counts. He felt networks are sufficiently regulated already and that option time is necessary to their functioning. Both congressmen are members of the House Commerce Committee and its Regulatory Agencies Subcommittee.

Rep. Moss' main complaint was that viewers are restricted in their choice of programs during prime-evening time because of a "lack of diversity in programming." He blamed this on network concern for providing shows with mass-audience appeal.

This, in turn, led him into a criticism of ratings. "Sampling devices, upon evaluation, appear more puzzling than convincing," he said. He observed that the recent study of rating systems by the American Statistical Assn. (BROADCASTING, March 27) provides support for both pro-and-con positions regarding the reliability of ratings.

Unless the industry acts quickly to provide greater program balance, he said, "the government is going to have to give direction."

"I think the networks should be licensed, and I think the [FCC] should give far more consideration to the regulation of option time," he added.

He said the present use of option time hurts local merchants, who are unable to advertise on television "to the extent they might like," and discourages "responsible and imaginative programming" on the local level. Yet, "the whole objective of broadcasting is primarily one of service to the area where the channel frequency is assigned, he said.

Rep. Springer said he disagreed with FCC Chairman Newton N. Minow's "wasteland" description of television programming. He said the industry is doing a good job.

He also said the problem of trying to provide programming sufficiently diversified to satisfy an entire community is complicated by the fact that the system is financed through advertising.

He said the FCC has enough control over networks now, through its licensing authority over network owned-and-operaed sattions.

He and Rep. Moss were in full agreement on one question, however—that involving license transfers. Both said parties securing licenses through transfer should be subjected to the same scrutiny by the FCC as any original license applicant.

### Storer asks pre-hours notice

Storer Broadcasting Co. has asked the FCC to amend commission rules to require regional (Class III) daytime stations to give notice before beginning pre-sunrise operation—permitted under present rules. Pre-sunrise operation of such stations has caused a "most chaotic" interference problem, Storer said. Such a rule change can be adopted without rulemaking, the petition held.

## Movie producers hit anti-payola proposals

Eight leading producers of theatrical films sharply protested proposed FCC rules which would include all motion pictures in its anti-payola amendments on the grounds it should be assumed such films will eventually be on tv.

The producers held that theatrical films should specifically be exempted, that this was Congress' intent while passing the anti-payola criminal statutes. The producers pointed out that theatrical films are released to tv only after "an appreciable lapse of time" and that it is "inherently improbable that consideration would be paid for a highly conjectural television exposure which would take place at a time when the product or model involved might be obsolete or no longer on the market."

Since the statute comes under cirminal law, the producers said, it is illegal for the FCC to establish intent (that the film was intended for tv exposure) by administrative fiat, i.e., merely incorporating such a premise into the Communications Act.

Comments were submitted by Allied Artists, Columbia Pictures, Metro-Goldwyn Mayer, Paramount Pictures, 20th Century-Fox, United Artists, Walt Disney Productions and Warner Bros.

Westinghouse Broadcasting Co. and the Triangle stations supported the FCCs proposed new rules implementing the anti-payola legislation. In comments filed with the commission, Triangle urged that the new rules be adopted in any "reasonable form which will offer protection against deguised advertising."

Such rules, Triangle said, will enhance public confidence in broadcasting and to achieve maximum value the FCC should rescind its March 1960 order covering the subject (BROADCASTING, March 21, 1960).

Westinghouse, too, asked the FCC to revoke the 1960 order and incorporate those examples of payola cited then which are not specifically covered into the new rules. WBC added four examples of its own to those situations enumerated by the commission as not requiring sponsorship identification and asked that they be incorporated into the final order. Comments in the rulemaking were due June 22.

While not objecting to the provisions of the rules as far as they go, some 20 stations represented by Covington & Burling, Washington law firm, asked for clarification of the proposals and for further examples of what is permissible under Secs. 317 and 508 of the Communications Act. The firm said the original examples cited by the FCC when Congress was considering payola leave too many ambiguous situations. It said there were not enough


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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address——

* Occupation Required

subsequent FCC examples.

The C&B clients asked for a fuller explanation of the meaning of the "reasonable diligence" a licensee must exercise to prevent paid mentions from being broadcast on his station unannounced.

## USIA FUNDS

### Murrow urges $9.5 million for 'cold war' program

Edward R. Murrow, U.S. Information Agency director, asked the Senate last week for additional funds to step up Voice of America and other USIA activities in Latin America, Africa and other cold war crisis areas.

Appearing before a Senate Appropriations Subcommittee, he urged restoration of $9.5 million of the $14 million the House cut from the agency's budget. USIA had originally requested $141, 230, 000.

He said if the funds are restored, the Voice of America would boost its Spanish-language broadcasts to Latin America from six to 18 hours weekly and begin broadcasting four hours weekly in Portuguese.

This increased activity, he said, is needed to support President Kennedy's "Alliance for Progress" program and to counter "the Castro-Communist offensive in Latin America."

Included in his request was $398,-000 needed, he said, for completion of "Project North," a $4 million radio transmitting facility in England.

**Another Request Coming** ▪ Mr. Murrow indicated he wasn't through asking for funds. He said he would shortly send Congress a request for a supplemental $2.4 million for an intensified effort in Latin America and Asia.

Mr. Murrow ran into some sharp questioning from Sen. Allen Ellender (D-La.), who demanded to know whether he had brought "new blood" into the agency and was abandoning old tactics which have "failed."

The USIA chief said no large personnel changes were contemplated and that existing policies would not be dropped but, rather, "improved."

### Senate group okays Reinsch

The Senate last Thursday unanimously confirmed the nomination of J. Leonard Reinsch, executive director of the Cox stations, to be a member of the U. S. Advisory Commission on Information. The action came shortly after the Senate Foreign Relations Committee favorably reported the appointment.

Still awaiting committee action is the nomination of Jonathan W. Daniels, editor of the *Raleigh* (N.C.) *News* and *Observer,* who was named to a similar position.

## FTC IN DRASTIC REORGANIZATION

### Revision would strengthen chairman, speed up backlog

The Federal Trade Commission yesterday (June 25) announced a drastic revision of its table of organization that is designed to speed prosecutions and reduce an 18-month backlog of investigations.

The commission's reshuffling of personnel and reshaping of functions—which becomes effective July 1—leaves Charles A. Sweeney in charge of monitoring radio and television. Mr. Sweeney, who has been with the commission since 1939, has performed this job since 1958 as legal advisor on deceptive practices.

In the new table of organization, he will be in charge of policing advertising claims for food, drugs, cosmetics and devices, as well as heading the radio-tv monitoring unit. He will operate within a new Deceptive Practices Bureau, headed by Daniel J. Murphy, presently assistant director of the Litigation Bureau for Deceptive Practices.

One of the major innovations will see individual attorneys in the Deceptive Practices and Restraint of Trade bureaus given responsibility for riding herd on cases from the time they come in until they are completed.

**President's Plan** ▪ Meanwhile, the House, last Tuesday, approved the President's plan to reorganize the FTC by permitting the commission to delegate decision-making authority to lower-echelon personnel and increase the power of the chairman. The vote—virtually along party lines—was 221 to 178. A similar plan to reorganize the Civil Aeronautics Board was approved the same day by an almost identical vote.

Both, however, may run into trouble in the Senate. A plan to reorganize the Securities & Exchange Commission, previously approved by the House, was vetoed by the Senate Wednesday by a vote of 52 to 38.

Senate objections to the SEC plan, voiced largely by Republicans, were that the proposal would permit the delegation of power to individuals who had not been appointed by the President and confirmed by the Senate. The same argument could be made against the FTC and CAB plans.

Under the Reorganization Act, a Presidential plan goes into effect unless either house turns it down within 60 days. Senate rejection of the SEC proposal followed by less than a week the House's thumping, 323-77 vote disapproval of JFK's FCC reorganization plan (BROADCASTING, June 19).

### Frank finally gets okay for ch. 12 New Bern

Nathan Frank, who received an FCC grant for a vhf station in New Bern, N. C., in 1955, finally won approval to put his station, WNBE-TV, on the air.

WNBE-TV originally was granted ch. 13 but the commission subsequently shifted that frequency to Norfolk and modified Mr. Frank's permit to specify ch. 12 in May 1957. The station's proposed transmitter site, however, was opposed by the Federal Aviation Agency and the Navy.

WNBE-TV amended its application to specify a site on the Neuse River which faced objections from ch. 12 WRVA-TV Richmond, Va. The new WNBE-TV site was only 165.19 miles from WRVA-TV, short of the required 170-miles co-channel separation.

Consequently, the commission set the amended application for hearing and made WRVA-TV a party. WNBE-TV subsequently amended its application to reduce power from 233 kw to 200 kw and won a removal of WRVA-TV's objection to the proposed New Bern operation.

In its action last week, the FCC rescinded its hearing order and granted a rule waiver to permit the reduced-mileage separation.


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# MaCarTa to market automatic tape gear

## NEW COMPANY TO FEATURE CARTRIDGE-EXCHANGE PLAN

Formation of MaCarTa Inc., Des Moines, and its appointment as the exclusive national marketing organization for the complete line of continuous-loop automatic tape-cartridge recording and playback equipment of Moulic Specialties Co., Bloomington, Ill., was announced last week by principals of the two companies.

MaCarTa will be the brand name of the new equipment line that will be sold, traded or leased and which also will feature a cartridge-exchange plan where any continuous-loop Fidelipac or CATM cartridge that becomes nonusable for any reason may be shipped to MaCarTa and exchanged for a factory-rebuilt cartridge "at a substantial savings in cost over new cartridges."

Moulic claims that it has manufactured 90% of the automatic-tape units now in operation and said that these have been sold under a variety of brand names to broadcasters. Moulic will continue custom contracting to private brand specifications.

Both Moulic and MaCarTa spokesmen said that the new MaCarTa line is a "heavy-duty 1961 version" of the earlier Moulic models sold under other names and first introduced at the NAB convention in Chicago in 1959.

Robert Moulic, partner in Moulic Specialties, is 25% owner and vice president of MaCarTa Inc., which has established headquarters at 820 Hubbell Bldg., Des Moines (phone Atlantic 3-1709). MaCarTa president is G. D. Andrews, formerly president of Conley Industries Corp., Skokie, Ill. which made the CATM cartridge (Conley Automatic Tape Magazine). Remaining interest in MaCarTa Inc. is held by Mr. Andrews and three others: Crawford Hubbell, vice president of the Bankers Trust Co., Des Moines; Donald Running, Des Moines attorney and counsel to Moulic, and Richard H. Nelson, Nelson Adv., Des Moines.

MaCarTa said its new machines are "fully compatible" with most automatic equipment now in use. Both single and double-cue tone gear are available. The MaCarTa recording model 450 is priced at $375 and model 1005 playback is priced at $545. Recording model 455 includes an auxiliary-tone system to permit automatic switching of additional equipment at the end of taped material (before end of normal-tape-loop-cue signal) and is priced at $410 with corresponding playback model 1008 at $635. Other models feature mixing microphone-input amplifiers. MaCarTa is offering a full line of tape cartridges and supplies in addition to its new cartridge-exchange plan.

## Technical topics...

**Adds two contracts** ▪ Crosby Electronics Corp., Syosset, N. Y., has received two contracts totaling over $250,000, to manufacture fm multiplex adapters. The adapters will be used in the new line of Grundig-Majestic and Blaupunkt stereo fm receivers. What is believed to be the first actual shipment of commercially produced multiplex adapters was made last month by Crosby to Allied Radio Stores in Chicago.

**Larger speaker systems** ▪ Altec Lansing Corp. foresees the return of larger speaker systems in its new stereo hi-fi catalog, "ALTEC the True Sound of Music." Various stereo-tuner and tuner-amplifier systems are featured, each having built-in multiplex switching controls and output to facilitate FCC approved stereo systems. For further information: Altec Lansing Corp., 1515 S. Manchester Ave., Anaheim, Calif.

**GEL takes over Rust** ▪ General Electronic Labs. has taken over Rust Industrial Co., Manchester, N. H., and will include the Rust line of remote control systems in the GEL line (fm transmitters, multiplex systems). Details of the acquisition were not announced. A month before, GEL acquired Lincoln Manufacturing Co., producer of physics-teaching devices for the school market.

**Name changed** ▪ Scott, a brand name used by Annapolis Electroacoustic Corp., for its phonographs and tv sets, will be changed to Ravenswood as the result of a name conflict with the H. H. Scott Co.

## Tv-radio set production drops in January-April

Tv and radio set production, and tv sales, for the first four months of 1961 dropped below production and sales for the comparable period last year.

Only radio sales in the first third of 1961 managed to be increased, up less than 100,000 over the four months last year.

Electronic Industries Assn. reported the following for January-April this year:

| Period | Television | Radio |
|---|---|---|
| | PRODUCTION | |
| Jan.-Apr. 1961 | 1,715,619* | 4,714,078** |
| Jan.-Apr. 1960 | 2,001,998 | 5,096,029 |
| | SALES | |
| Jan.-Apr. 1961 | 1,760,453 | 2,704,218*** |
| Jan.-Apr. 1960 | 1,951,583 | 2,627,147 |

*Includes 90,409 tv receivers with uhf.
**Includes 1,454,906 auto radios and 218,082 fm radios.
***Excluding auto radios.

## NBC batters pickup gear

NBC has placed into operation in New York its newly-designed video picture translator, which facilitates and improves tv pickups from remote points, it was announced last week by William H. Trevarthen, vice president, operations and engineering, tv network.

The equipment is portable and makes possible the integration of program originations from widely-separated points through dissolves, inserts, split screen and other special effects, Mr. Trevarthen said. He added that program originations may be on tape, film or live, and may be switched around the network without discontinuity or vertical roll. A second translator, now under construction, will be available by mid-summer.

# PHONE COMPANY TARIFF FOR PAY TV

## Southwest Bell offers proposal at Little Rock hearing

A proposed tariff for the operation of a wired pay-tv system was submitted last week by the Southwestern (Arkansas) Bell Telephone Co., an affiliate of the American Telephone & Telegraph Co. It was said to be the first time a telephone company in the U. S. took such action in connection with a pay-tv operation. The tariff was presented at a hearing in Little Rock resuming before the public service commission of Arkansas on the petition of Midwest Video, holders of a pay tv franchise from International Telemeterico, that the telephone company provide cable facilities and set equitable rates for a wired system.

The telephone company proposed, among other things, that the minimum charge for the pay-tv system, which would include 10-route miles of distributing and equipment facilities, be $2,000 a month, along with a 10-year termination charge of $68,000. The company also asked $28 a month and a 10-year termination charge of $885 be set for each additional route mile or fraction thereof of distribution facilities added to the original system. For channel terminals or tap-offs connecting the home to the pay-tv cable, the telephone company would charge $20 for the initial construction and 35 cents a month maintenance for each.

Warren E. Bray, vice president and general manager of Southwestern Bell, while emphasizing his company took no position in regard to the matter, said that it would furnish the necessary cable service if the commission ruled pay tv was in the public interest.

Earlier in the two-day hearing, Paul Leird, vice president of Midwest Video, said his organization was willing to post bond and make other commitments to protect both the telephone company and the public in constructing facilities.

**Opposition Voiced** ▪ Philip F. Harling, chairman of The Theatre Owners of America Anti-Pay Tv Committee, and Walter Reade Jr., appeared at the hearings on behalf of the Independent Theatre Owners of Arkansas, an affiliate of TOA, and Rowley United Theatres, respectively. Both testified that they were unequivocably opposed to pay tv in the home because it creates great competition with theatre owners for product and talent (AT DEADLINE, June 19).

Mr. Harling warned it would not be possible for theatres to operate successfully against pay-tv and consequently many motion-picture houses would disappear. He added pay tv represents the type of competition theatres can't meet."

The hearing was concluded on Tuesday (June 20). The commission gave all participants until June 30 to file additional briefs or information before rendering a decision.

### L.A. 'Eddy' awards

"Eddy" awards for teachers of Los Angeles city and county schools and Los Angeles State College for their contributions to educational television throughout the year on KCOP (TV) Los Angeles were presented June 7 in a live prime time (8:30 p.m.) telecast on KCOP. In addition, a special "Eddy" went to KCOP from the educational officials for its schedule of 21 half-hours of educational programs each week, which reach 57 school districts with more than 1,000 schools and over 200,000 students in actual classrooms.

# Desilu net lags; bigger plans cited

Desilu Productions had a gross income of $19,845,513 for the fiscal year ended April 29 and net profits of $319,146, or 28 cents a share of common stock, President Desi Arnaz said in his annual report to stockholders. Gross for the previous fiscal year was $23,406,100, with a net of $811,559, or 70 cents per share. He attributed the decline largely to the writers' strike which tied up production in the first half of 1960, increased operating costs as a result of new union contracts, write offs of program development costs for shows not yet on the air and "substantial reduction in the production of syndicated shows for direct sale to local sponsors and stations."

Mr. Arnaz said that the board did not declare a dividend at its May meeting, but con -ved the company assets for use in creating top quality tv shows. Desilu has contracted for another season of *The Untouchables* on ABC-TV, Mr. Arnaz reported, and has completed pilots of two new series.

There also are a number of new properties in preparation and negotiation with the three tv networks and several national advertisers for the selling season early in 1962. Desilu "is negotiating with a major talent-sales agency to handle full-time sales rep-

KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

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HOllywood 3-3205
National Representative: Weed Radio Corp.

KSLA TV

HARRINGTON, RIGHTER & PARSONS, INC.,
national representatives

resentation for Desilu shows on a national basis," he said.

Desilu is negotiating for faster and wider distribution of its programs in non-network and foreign areas, Mr. Arnaz reported. *The Untouchables,* he said, is now being seen in Canada, Australia and England and plans are complete to present it in West Germany and Japan.

Annual stockholders meeting will be held July 18 at Desilu's Gower Ave. Studios in Hollywood.

## TO BUSINESSMEN ONLY

### New program to be tv version of business-financial papers

It's expected that some of the nation's largest manufacturers will be tapped to take part in sponsorship of a new hour-long, 52-week program created for an estimated weekly audience of three million business and government leaders. The program starts next season on ABC-TV.

*American Business Briefing* will fill two "gaps" in tv, according to three former agency executives who have formed American Business Briefing Co., New York, which produces the tv series and a follow-up weekly newsletter. The two gaps: no tv network has previously offered a regular program comparable to a newspaper's business-financial section or business publications such as *Fortune* and *U. S. News and World Report.* Many advertisers in business publications have not had the opportunity to reach a similar audience through the "more powerful sales medium" of television.

*Briefing,* with a $70,000 weekly production budget, starts Oct. 22 on ABC-TV (Sun. 12:30-1:30 p.m. NYT). The program is being offered on a participating basis. Under the conditions of sale, no advertiser may buy more than three minutes of time for each broadcast. The cost to the advertiser is $15,000 per one-minute participation for an order of six or more minutes. Charter advertisers who buy six participations or more in each 13-week period will receive protection on three products and on a specific corporate category. The program also carries a $5,000 weekly budget for advertising and publicity.

**Founders** ■ Principals in American Business Briefing Co. (27 Washington Square, N; telephone: Gramercy 7-6720) are Hendrik Booraem Jr., who recently resigned as vice president in charge of broadcasting, Ogilvy, Benson & Mather Inc.; Sidney W. Dean Jr., formerly vice president, McCann-Erickson Inc. (1950-61), and Adrian Samish, formerly ABC vice president and director of programs. Three economists will serve as ABB's editorial board. They are Dr. Neil H. Jacoby, Dr. J. Frederick Dewhurst and Dr. Arthur Upgren.

ABB's program production policy is based on the belief that "business is not a dry statistic," but made of people and drama. The show will use films or tapes to depict the week's news with interviews, candid sequences to illustrate trends and special features. It will have a chief editor and four reporters seated at separate desks with a rear projection screen behind each.

Industrialists in New York, Cleveland and Chicago previewed the program on simultaneous closed circuit telecast. ABC produced the showing for clients of Fuller & Smith & Ross Inc. The agency also will show tapes of the preview to its clients in Pittsburgh, Los Angeles and San Francisco. FSR's eight offices serve such firms as Aluminum Co. of America, Raytheon Co., Remington Rand Univac, West Virginia Pulp & Paper Co., National Gypsum Co., Thompson Ramo Wooldridge Co., Transamerica Corp., Matson Lines., A. B. Dick Co., Diamond Alkali Co., Libby-Owens-Ford Glass Co. and Mellon National Bank & Trust Co.

The *American Business Newsletter* will be published weekly. It will cost subscribers $24 a year, but will be available at cost to the program's advertisers for distribution in quantities of not more than 5,000 per advertiser.

ABB also plans to index its programs like a business magazine, using starting times for each feature instead of page numbers. For example, a busy viewer at the start of the program may find exactly the time he should tune in for a report from Washington that may involve his business. Mr. Booraem said the index plan should not alarm the program's advertisers because the producers believe that once businessmen start watching the show they will become "too interested" to leave the set.

## ABC-TV plans changes in daytime programming

ABC-TV expects to effect a revision in its network daytime programming, presumably to take effect in the fall.

This was indicated last week by John F. Dille Jr., WSJV(TV) South Bend-Elkhart, chairman of the board of governors of ABC-TV Affiliates Assn. His statement followed a meeting of the association with network executives June 22 in New York.

Among other topics discussed were future plans for news programming, and an exchange of information between network and affiliates on product protection.

In attendance at the meeting with the board members were Oliver Treyz, ABC-TV president; Julius Barnathan, ABC vice president for affiliated tv stations, and Simon B. Siegel, financial vice president of AB-PT and vice president-treasurer, ABC and other ABC executives.

## Film sales...

*Post '48 films* (Screen Gems, N. Y.) sold to WBTV (TV) Charlotte, N. C.

*14 Special Features Vol. II* (Seven Arts Associated) sold to WJAR-TV Providence.

*Films of the 50's Vol. II* (Seven Arts Associated, N. Y.) sold to WJAR-TV Providence; WSB-TV Atlanta; KLRJ-TV Las Vegas and KSYD-TV Wichita Falls, Tex.

*61 For '61* (NTA): Sold to WMTW-TV Portland-Poland Spring, Me.

*A Way Of Thinking* (Banner Films, N. Y.): sold to WAVE-TV Louisville, Ky.; WWL-TV New Orleans; WTMJ-TV Milwaukee; KRLD-TV Dallas; KPRC-TV Houston and WBTV (TV) Charlotte, N. C. Now in 16 markets.

*Full-hour off-network programs* (MCA-TV): sold to WXYZ-TV Detroit; WSJV (TV) Elkhart, Ind.; KFDA-TV


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Amarillo; KFYR-TV Bismarck, N. D.; WBAP-TV Ft. Worth and KTUL-TV Tulsa. Now in 50 markets.

*Bozo the Clown* (Jayark Films): Sold to WABI-TV Bangor, Me.; WAGM-TV Presque Isle, Me.; WCNY (TV) Watertown, N. Y.; WDSM-TV Superior, Wis.; WISN-TV Milwaukee; WNCT (TV) Greenville, N.C.; KLFY-TV Lafayette, La.; WALA-TV Mobile; WHEN-TV Syracuse, N. Y.; KHSL-TV Chico, Calif.; WRAL-TV Raleigh, N. C., and WOAY-TV Oak Hill, W. Va. Now in 157 U. S. markets. Licensing agreements have been completed in Saudi Arabia and Virgin Islands, bringing worldwide *Bozo* market total to 198.

*Holiday Playhouse* (Flamingo Films, N. Y.): Sold to WNBC-TV New York; KFBB-TV Great Falls, Mont.; KRCA-TV Los Angeles,; WMT-TV Cedar Rapids, Iowa; KSL-TV Salt Lake City; WHIO-TV Dayton; WWL-TV New Orleans; KXGN-TV Glendive, Mont.; KOMU-TV Columbia, Mo.; KIFI-TV Idaho Falls; WFBM-TV Indianapolis; WSJV (TV) South Bend; KCTV (TV) San Angelo and KATV (TV) Pine Bluff, Ark. Now in 14 markets.

*Ripcord* (Ziv-UA) sold to Standard Oil of Texas for Albuquerque and Roswell, New Mexico; Amarillo, El Paso, San Angelo, Lubbock, Midland-Odessa, Wichita Falls and Abilene, Texas. Also sold to: WRGB (TV) Schenectady-Albany; WLWD (TV) Dayton; WTVH (TV) Peoria, Ill.; WTVM (TV) Columbus, Ga.; KMTV (TV) Omaha; KOLO-TV Reno and WINK-TV Fort Myers, Fla. Now in 78 markets.

*Films of the 50's, Vol.'s I and II* (Seven Arts Associated Corp.): sold to WTAE (TV) Pittsburgh. Now on 11 stations.

*Shannon* (Screen Gems, N. Y.): Sold to WTVJ (TV) Miami; WDSU-TV New Orleans; KSTP-TV Minneapolis; WKRG-TV Mobile, Ala.; KLZ-TV Denver; KHVH-TV Honolulu; KJEO (TV) Fresno, Calif.; KERO-TV Bakersfield, Calif.; WCSC-TV Charleston, S. C.; WCSH-TV Portland, Me.; KKTV (TV) Colorado Springs, Colo. and KTSM-TV El Paso. Now in 51 markets.

*The Robert Herridge Theatre* (CBS Films): Sold to RAI-Radiotelevisione Italiana, Reduffusion Hong Kong Ltd. Now in 10 foreign markets.

## Grid tape replays dropped

ABC-TV will not televise, as previously announced, taped replays of American Football League games, according to Oliver Treyz, network president.

After investigating college football schedules, ABC-TV decided to cancel the AFL replays, because, in many cases, they would conflict with actual playing of Saturday college games. Mr. Treyz noted the network would "do its part to avoid a reduction in the gate of college football at the hands of professional football on television."

## Radio-tv help for the 'scientifically illiterate'

A proposal that the government "take over complete jurisdiction of the 8-9 p.m. slot on radio and television," to improve the nation's scientific and intellectual understanding" was made last week by a leading U.S. scientific official.

Dr. Kaplan

Dr. Joseph Kaplan, chairman of the U.S. National Committee for the International Geophysical Year and professor of physics at UCLA, told the 10th annual meeting of the Albert Einstein Medical Center in Philadelphia that under his plan the government "would buy the time at the going commercial rate" and would "invite" the best artists, writers, scholars and scientists to fill these hours with the kind of programming that would benefit the nation.

Though his intention, he said, was not to criticize the television networks, Dr. Kaplan nevertheless lashed out at them for "relegating scientific programs to a time when the most desirable audience is either asleep or on the playgrounds or at a baseball game." Giving time on Saturday afternoon at 1:30 p.m. is hardly a notable contribution to public enlightenment, he added.

He suggested that his government controlled plan would give some hope to "scientifically-illiterate people" in the technological race with Russia.

## NBC-TV adds Rose Bowl to its color schedule

NBC-TV has added the annual Rose Bowl Game to its growing schedule of color programs for the 1961-62 season, Don Durgin, vice president, NBC Television Network Sales, told a meeting of television manufacturers in Chicago Wednesday.

NBC Board Chairman Robert W. Sarnoff was host to the executives of the leading tv-set manufacturers during the June Home Furnishings Market at the Merchandise Mart and American Furniture Mart. Electronic Industry Assn. officials also attended the preview of NBC-TV's fall color schedule.

Mr. Durgin said NBC-TV will offer 1,630 hours of color during the coming season, a gain of 60 hours over last year. Mr. Sarnoff cited color as "an important new market for broadcasters, advertisers and manufacturers, a fresh stimulus for the whole economy and a great new service for the public." Representatives of 20 set makers attended the meeting.

## Program notes...

**Announces winners** ▪ Eight young American student composers will share the $5,000 prize in the annual Student Composers Awards (SCA), sponsored by Broadcast Music Inc.

**Houston murders** ▪ KHOU-TV Houston will present a special news documentary Thursday (June 29), "Seventeen Murders in May," a true account of what actually happened there in that


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ill-fated month. Various city officials will participate and also will attempt to account for Houston's 59 murders since 1961 began. The documentary was written by Bob Levy, directed by Rod Whisenant with narration by Dan Rather, all members of KHOU-TV's public affairs department.

**New firm** ▪ Albert J. Cohen, producer at Universal-International Studios, Hollywood, has announced formation of Albert Jay Productions, that city, to produce features and programs for television. Offices will be at Red Skelton Studios.

**Aussie athletes** ▪ CBS-TV Sports commissioned Amalgamated Television Services of Australia to produce the first Australian originated network tv program to be seen nationally in the U.S. The program, "Sports Down Under," presenting Australia's most popular athletic events, was seen June 22 on CBS-TV's *Summer Sports Spectacular* series (Thur., 7:30-8:30 p.m. EDT).

**Canadian cartoon** ▪ Crawley Films Ltd., Ottawa, has been signed by Videocraft International, New York, to produce *Tales of the Wizard of Oz,* a series of 260 five-minute color cartoons for world television release. It is believed that this is the first large scale animated cartoon series to be produced in Canada.

**'Silver' in color** ▪ The Teledynamics Corp., N. Y., has acquired distribution rights to 26 episodes in color of the *Long John Silver* half-hour adventure tv series and has sold it to WNBC-TV New York, WNBQ (TV) Chicago and CKLW Windsor-Detroit. Teledynamics plans to sell series only in color and has 16 mm color prints available. Company officials claim that *Long John Silver* and Independent Television Corp.'s *The Best of the Post* are the only half-hour dramatic series available in color. *Silver* was distributed in black and white through CBS Films from 1955-57. The program series is Teledynamics' initial offering in the tv film distribution business.

## CCA for Australia

Community Club Awards, Westport, Conn., has announced completion of negotiations for its exclusive representation in Australia through Crawford Productions Pty. Ltd. Here, Hector Crawford (seated), managing director of the firm bearing his name, and Phillip Peterson (standing), vice president of Community Club Awards, conclude the arrangements.

**Giant size** ▪ CBS Films Inc., New York, announces the availability of *World of Giants,* a 13-episode series co-starring Marshall Thompson and Arthur Franz. Produced by CBS-TV, the series is in the science-fiction category and has Mr. Thompson cast as a man six-inches tall.

**Cartoon series** ▪ UPA Pictures new $2 million five-minute animated cartoon series, *Dick Tracy Show,* has started on 29 tv stations, according to Henry G. Saperstein, UPA president. The series has been bought by stations in more than 50 markets, he said, noting that General Foods' Post Cereals Div. has made commitments to buy spots on the programs in many markets.

**Spy knocks again** ▪ "The Spy Next Door," a dramatization of Soviet spy operations which originally had a difficult time getting network exposure, is scheduled to be rebroadcast on CBS-TV's *Armstrong Circle Theatre,* Wednesday, July 5 (10-11 p.m., EDT). CBS last January cancelled the program four days before air date because the network thought it was not in the best interests of Soviet-U.S. relations at that time. The decision later was reversed.

**Covered in full** ▪ KATZ St. Louis, devoted its full-time facilities last week to cover the four-day public sessions of the International Convention of the Baptist National Sunday School and Training Union in St. Louis. Among national Negro leaders who addressed the meeting were the Rev. Martin Luther King and Dr. Mordecai Johnson. Tapes of their speeches were offered to all interested out-of-town stations.

**Jazz series** ▪ *Anatomy of Jazz,* ten-week series of half-hour programs dealing with the origin and evolution of various types of jazz, began on KING-AM-FM-TV Seattle, Wash., June 18. The series is conducted by Dr. Leroy Ostransky and the University of Puget Sound in Tacoma. Dr. Ostransky is author of the book, *Anatomy of Jazz.*

**Religious films** ▪ Six CBS-TV *Look Up and Live* programs will be put into non-theatrical 16 mm distribution by Carousel Films Inc., New York. The programs, all made in cooperation with The National Council of Churches, will be offered to denominational and commercial film libraries.

**'Playboy' encore** ▪ A second series of 26 one-hour episodes of *Playboy's Penthouse* is being produced for distribution by Official Films Inc., N. Y. Format of the taped tv series will continue in the pattern of an informal party-type atmosphere with name guests, according to Seymour Reed, president of Official. The new series will be available to tv stations by next January. The current series now is in 22 top markets. Host of the series is Hugh M. Hefner, editor-publisher of *Playboy* magazine.

**New film series** ▪ *Hollywood Hist-O-Rama,* a library of biographical portraits of renowned Hollywood figures from the early days of the silent screen to the present, consisting of 208 five-


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## ORCAS IN

Here are the next 10 days of network color shows (all times are EDT).
**NBC-TV**

June 26-30, July 3-5 (10:30-11 a.m.) **Play Your Hunch,** part.

June 26-30, July 3-5 (11-11:30 a.m.) **The Price Is Right,** part.

June 26-30, July 3-5 (12:30-12:55 p.m.) **It Could Be You,** part.

June 26-30, July 3-5 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 26-30, July 3-5 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

June 26, July 3 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 28, July 5 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 28, July 5 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

June 29 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 30 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 1 (9:30-10 a.m.) **Pip The Piper,** Gen. Mills through Dancer-Fitzgerald-Sample.

July 1 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 1 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 1 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

July 2 (6-6:30 p.m.) **Meet the Press,** co-op.

July 2 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 2 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

minute segments, is being offered tv stations by Jayark Films Corp., N. Y.

**Summer show** ▪ *Great Ghost Tales,* live dramatic versions of classic tales of horror, will make its debut live and in color on July 6, 9:30 p.m. (EDT) on NBC-TV. The new series will replace *The Ford Show,* occupant of this time slot for five years. Talent Assoc., N. Y., is producer.

**On-location** ▪ *At The Source,* a series of on-location news programs, will be televised by CBS-TV beginning June 29 (10-10:30 p.m.). Each of the programs will be broadcast from a place where the guests make their decisions on vital issues of the day. Sec. of State Dean Rusk will be the guest on the initial program.

**Uses Canadian facilities** ▪ Videocraft International, N. Y., will use facilities of the Crawley Studios of Canada to film 260 color episodes of its new series, *Tales of The Wizard of Oz.*

**Producer signed** ▪ Charles Andrews will produce the new *Steve Allen Show* series, which debuts Sept. 27 on ABC-TV (Wednesdays, 7:30-8:30 p.m.). Mr. Andrews has been executive producer of Arthur Godfrey Enterprises for the past four years, during which time he produced and wrote all the Godfrey shows.

**Western expansion** ▪ Music Makers Inc., Los Angeles, has moved to larger quarters at 9015 Wilshire Blvd. The commercial music producer hopes to acquire office and studio space in San Francisco before the end of this year.

**Live programming** ▪ During the current two-week period, WIBW-AM-TV Topeka, Kan., will originate 60 hours of live tv programming and extensive radio programming from the World Food Fair and "Kansas Story" pageant that are climaxing the state's centennial celebration at the Mid-America Fairgrounds, that city. A two-hour special event coverage of the Meredith Willson-Wayne Dailard Pageant that has a cast of 1,000 was telecast June 12. WIBW stations expect that a two-week remote operation will boost local sales this month by at least 20%.

**Community profiles** ▪ Compact profiles of surrounding communities will be aired this summer by WIND Chicago, in prime time, as part of the Westinghouse station's effort to serve community needs. General manager Edward Wallis said interviews with representatives of the local government and industry would be taped for the series.

**Musical effects** ▪ SESAC Inc., New York, has announced the release of "Musical Sales Effects," an album featuring 52 individually written and produced effects designed to equal on-the-spot sounds. Music and sounds are intermingled and matched on the disc for various programming situations. "Musical Sales Effects" is offered on an outright basis, exclusive to one station in a market.

**Merged operations** ▪ Ashley-Steiner Inc., New York, personal agent, has purchased literary agency Herb Jaffe Assoc. The merged operation's significance for tv is that Ashley-Steiner will represent a stable of top tv writers to add to its several star tv performers, indications being that the firm may package tv series and specials around the newly-expanded list.

**Religious tv series** ▪ *Davey and Goliath,* a color-animated religious tv series for children, now is on 159 tv stations in the U. S. and 16 in Canada. This is reportedly the largest station line-up for a children's religious series. United Lutheran Church is producer of the programs. The series, consisting of 13 15-minute episodes produced on a $500,000 budget, tells the story of God through the adventures of a boy and his dog.

**Here's 'Africa Now'** ▪ Official Films Inc., N. Y., is producing a first-run documentary series on Africa that will be distributed to tv stations on a monthly basis. Titled *Africa Now,* the 13-episode, half-hour series will be produced on location for Official by William Alexander. Films on Nigeria and Mauritania already have been completed and production has begun on a segment on Sierra Leone.

**Ready to sell** ▪ Brass Dolphin Inc., N. Y., appoints Tv Marketeers, N. Y., as sales representative for all programs to be produced by Brass Dolphin. The tv program and film packaging company is preparing a tv program based on Dr. Lester L. Coleman's book, *Freedom From Fear,* and a half-hour weekly series, *Swing Out, Sweet Land,* with Skitch Henderson and Frank Luther collaborating on the music score.

**Army on location** ▪ The U.S. Army Band and Chorus will be featured in a forthcoming half-hour film presentation of the *Big Picture* series. The program, to be televised this fall, will be entitled the "Army's Music Men," and


***What's the big news from Hicks & Greist?***

We're hopelessly prejudiced, but we like to think the most exciting news coming out of Hicks & Greist these days is the way their commercials are moving spaghetti products in and around Providence.

Don't smirk. People around here have over $2 billion to spend. $2 billion can buy a lot of spaghetti. Just ask the fellows at H & G.

Better yet, ask us at WICE. We won't snow you with our Pulse (though gosh knows we could). We'll simply show you how WICE got to be the live wire station in Providence.

**WICE**
PROVIDENCE
AN ELLIOT STATION
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will present music down through the years of American history. Filmed in and around the nation's capital by Norwood Studios of Washington, the program will be narrated by Alexander Scourby.

**Space show** ▪ KCDA-TV Douglas, Ariz., each Saturday (7:15 p.m. MST) presents *Romance of Space*, a live show dealing with outer space and its involvement with the earth. The show is hosted by Dr. Daniel W. Fry, noted author on the subject and vice president of Crescent Engineering & Research Co., El Monte, Calif. The station reports that public participation has been encouraging with many viewers writing in comments or asking questions.

## Humble Oil underwrites 'Age of Kings' on NET

The National Educational Television & Radio Center, New York, announced last week that the Humble Oil & Refining Co., Houston, has made a $150,000 grant to the center to underwrite the presentation of the 15-part Shakespeare series, *An Age of Kings*, on 51 NET stations throughout the country, starting this fall.

The stipend covers $90,000 to be paid to the BBC, producer of the series, for the North American rights and $60,000 for promotional and advertising expenses, including instructional booklets on each program. The series consists of eight Shakespeare plays. Thirteen of the programs run 60 minutes each and two 75 minutes each.

## INTERNATIONAL

# BBG MULLS PROGRAM EDICTS

### Two-hour radio period minus commercials studied; Canadian percent rule for tv may be relaxed

Regulations to establish two hours of radio broadcasting during any day without commercials are understood to be under study by Canada's Board of Broadcast Governors. The two hours without commercials would not be a solid period, but would be broken up into quarter, half or one-hour periods during the day. The proposal is to be discussed in private with Canadian broadcasters and to be reported on at the August public hearings of the BBG. BBG hopes to help broadcasters improve audience, rather than impede sale of commercials.

BBG is also understood to be considering some relaxation or changes in the 45% Canadian program content regulations which went into effect for television stations on April 1, and are due to go up to 55% Canadian program next April 1. BBG has been advised by numerous stations about difficulties in meeting these requirements.

BBG is considering asking radio stations to make annual reports on what they are doing to promote greater use of Canadian talent. There are no Canadian program content percentage regulations in force for radio stations.

BBG chairman Dr. Andrew Stewart stated before the Pariamentary Committee on Broadcasting at Ottawa on June 13 that independent tv stations, affiliated with the CBC tv network, should not be prevented from taking programs from the new private CTV network in non-reserved time. He favored a change in the legislation which now gives the CBC veto power over temporary links with other networks by CBC affiliates. Two CBC affiliates, CHCH-TV Hamilton, Ont., and CJSS-TV Cornwall, Ont., have asked permission to drop their CBC tv network affiliation (see page 97).

## Quick ratings system to begin in Toronto

Early in July McDonald Research Ltd., Toronto, Ont., will start its newly developed Synchronous Audience Measurements (SAM) system in that city, which will enable a sponsor to know almost immediately how many viewers are tuned to his tv program at a given time.

The system was developed by George Johnson, president of Eastern Geophysics Ltd., Toronto, and sole world rights belong to McDonald Research. An electronic computer will be wired to a sample of about 300 tv receivers in the Toronto area and about 45 non-tv homes by telephone lines. The connection is made to the station selection switch in each tv receiver, the connecting equipment being powered by a long-life battery, and fed to a telephone line.

Every 60 seconds the computer will receive from the telephone-line storing stations a report as to how many tv sets are turned on, and to what stations they are tuned. The computer will total these reports, type them out on an electric typewriter, and supply the data to a sponsor or its advertising agency. The collecting process takes 15 seconds. The computer will operate 24 hours a day and when no tv sets are turned on in any area will so report for each channel.

It is planned to install the system later at Montreal, Winnipeg, Ottawa and Hamilton, Ont.

## Canadian government spent $67 million on CBC

Canadian Broadcasting Corp. cost the Canadian government $67.2 million in the fiscal year ending March 31, 1961, according to estimates of receipts and expenditures announced in the Canadian House of Commons. The previous fiscal year CBC expenditures from the national treasury amounted to $63.9 million.

The regulatory Board of Broadcast Governors the past fiscal year was allotted $300,000, up from $200,000 the previous year, according to figures released at Ottawa.

Revenue totals announced included $16 million from special taxes on television sets, radio receivers, tubes, and phonographs, down from $17.8 million in the 1959-60 fiscal year.

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## Abroad in brief...

**Andes window opens** ▪ HCJB-TV Quito, Ecuador, is on the air operating on a 10-year contract with the government which authorizes it to telecast three nights weekly on ch 2, and after six months, for six nights a week. The non-commercial station, Quito's first tv, calls itself la Ventana de los Andes (the window of the Andes), and produces 85% of its programs in its Quito studios.

**New French tv** ▪ Plans have been announced for the formation of a second tv network in France with opening operations scheduled for early 1962. Speculation is that with the second network, transmitting in the beginning from Paris, Northern France and Marseille, French tv will be converted from the current 819-line standard to 625-lines.

**Belgian fm buildup** ▪ A network of 14 fm transmitters is now under construction in Belgium. Already one of the 14, which will eventually carry a "third program" produced by Belgium's two broadcasting organizations, is operating at Liege. Additional plans announced by Radio-Television Belge provide for the construction of television relay stations in that country. Up to now, tv programs originating in other parts of Europe have been relayed to Belgium by a transmitter in Holland.

**UER plans tv relay** ▪ Member organizations of the UER (European Broadcasting Union) are studying plans for the construction of a permanent tv relay network throughout Europe. The proposed network would serve as a link between continental tv centers, and could be used both for live hookups and the exchange of filmed or taped material. Now, European stations can only rent relay links for limited segments.

**German uhf scores** ▪ Tv stations in Germany are supplementing their standard vhf operations with uhf programming, thus initiating a "second" network. The sudden increase in importance of German uhf has spurred many local groups to make plans for the introduction of new uhf stations leading eventually, they hope, to a third, entirely uhf network. Following the German pattern, new stations of the second and third networks will be state-owned, semi-commercial operations.

**Agency appointment** ▪ Helene Curtis Ltd., Montreal, Que., named Stanfield, Johnson & Hill Ltd., Montreal, as advertising agency, and plans radio and television campaign for first time in Canada.

**Network's agency** ▪ CTV Television Network, Toronto, Canada's second tv network has announced the appointment of MacLaren Adv., that city, to direct the network's advertising program. Regular network broadcasts on a full schedule are slated to begin in early September, according to Spence Caldwell, president of CTV.

### Canadian national ads

Canadian radio stations realized $1,079,197 in national advertising in January 1961 and television stations $3,595,731, according to a survey made by Elliott-Haynes Ltd., Toronto, Ont. The largest single group of national advertisers to use radio: food and food product advertisers with $323,244; drug and toilet goods advertisers followed with $277,701. On tv the largest national advertisers were reversed, drug and toilet goods advertisers accounting for $931,467 and food and food products advertisers $915,395, followed by laundry soap and household supplies advertisers with $542,660.

**Audience Data** ▪ All-Canada Radio & Television Ltd., Toronto, Ont., station representative firm, has released a spiral-bound book with data on audience of the 22 television stations across Canada which it represents. The figures used in the brochure are those of the spring 1961 survey of the Bureau of Broadcast Measurement, Toronto.

**Lebanese rep.** ▪ Exclusive representation in the U. S. for Lebanses Television of Beirut, Lebanon, was announced last week by Intercontinental Services Ltd., N. Y. Lebanses Television broadcasts in French and English on ch. 9 and in Arabic on ch. 7. The station has been in operation since July 1959.

### Tv critics answered

A leading London educator has attacked the theory that television has an adverse effect on children. "The idea that tv is turning kids into saucer-eyed monsters is ridiculous," said Dr. Abraham Oppenheim, a member of a committee which recently completed a nationwide study on television and the child.

However, Dr. Oppenheim added, tv does tend to frighten some older girls to the "extent that they do not want to grow up." He alluded to the fact that in some television shows the woman often is driven off a cliff, butchered by a maniac or meets with some other misfortune.

### CJSS-TV wants to drop CBC

CJSS-TV Cornwall, Ont., is the second station to request permission from the Board of Broadcast Governors to leave the Canadian Broadcasting Corp. network. Previously CHCH-TV Hamilton, Ont., had asked to drop its affiliation with the CBC and operate independently. Ernest Bushnell, a joint owner of CJSS-TV and also of CJOH-TV Ottawa, Ont., wants CJSS-TV to be free to join a three-station network with CFCF-TV Montreal, and also the CTV network. At present there are eight stations on the CTV network, which begins operations in August.

### Canadian fm stereo asked

Recommendations for fm multiplex stereo broadcasting have been submitted to the Canadian Department of Transport, Ottawa, by the radio industry's Canadian Radio Technical Planning Board. The recommendations are understood to be under study and an early announcement is expected from the Department of Transport. This will enable the Board of Broadcast Governors to recommend that CHFI-FM and CFRB-FM Toronto, be licensed to use stereo broadcasting. No date has been announced when equipment will be available for such broadcasting.


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## KALB-TV's psychological campaign

KALB-TV Alexandria, La., has embarked on a psychological business campaign aimed to inject positive thinking in the business populace of the 25 counties it serves. To dramatize the event, KALB-TV began a teaser campaign with all of its personalities wearing Nassau and Caribbean hats with the letters B I G emblazoned across their fronts.

Using the BIG theme, KALB-TV visited various agencies, advertisers, organization leaders and city officials. Guests on its shows were asked what does BIG mean? Willard L. Cobb, KALB-TV's general manager, even invaded New Orleans with the same pitch. The venture, he reports, was successful. In photo, Mr. Cobb (center) gives the low-down to E. Boyd Seghers (left) and Abbott Davis (right), broadcast media supervisor and associate media director, respectively, at Fitzgerald Adv., New Orleans.

# Now its 'Ambassador' Mighty Mouse

### CARTOON CHARACTER TO PROMOTE FUNDS FOR UNICEF

Mighty Mouse, star of CBS-TV's *Mighty Mouse Playhouse,* has been named official ambassador of the U. S. Committee for UNICEF (United Nations Children's Fund) during its 1961 fund drive.

The famous mouse, whose regular show is seen Saturday, 10:30-11 a. m. EDT, will appear in special animated tv announcements as well as radio spots and posters designed to aid the drive.

The campaign, which will urge American youngsters to contribute their Halloween trick-or-treat earnings to UNICEF, will be backed up by CBS-TV and Radio, as well as by CBS Films' cartoon subsidiary, Terrytoons.

From the last week in September to the corresponding week in October, CBS-TV affiliates' local kiddie personalities will invite their viewers to Mighty Mouse-UNICEF parties. At the same time, Mighty Mouse, assisted by Deputy Dawg, star of the Terrytoons syndicated series, will prepare a 15-minute radio feature, to be broadcast by Radio affiliates during "Mighty Mouse-UNICEF Month."

Mighty Mouse, who celebrates his sixth anniversary in conjunction with the fund drive, has been on the air longer than any other network cartoon series. The programs are produced under the supervision of William Weiss, vice president of Terrytoons.

## Portable radio promotion

Who is your favorite radio personality?

New York area consumers were asked this question in the annual Portable Radio Month promotion to stimulate peak season sales. The contest was sponsored jointly by Emerson Radio Corp. and Eveready batteries, in cooperation with local radio outlets.

A. L. Scheinberg, general sales manager of Emerson Radio Assoc., New York, notes this is the first such cooperative promotion between product manufacturer (Emerson), power supply producer (Eveready), and medium (radio stations).

Shoppers were asked to place their "favorite personality" votes in ballot boxes in radio and record stores throughout New York before the June 23 contest closing date.

Promotional support was added through station spot announcements and news publicity.

## KQED (TV) auction sets new record

An all-time record high of $84,700 was netted by KQED (TV), San Francisco educational station, in its seventh annual television auction, the funds of which help to defray its expenses. The five-day fund-raising event doubled last year's take and exceeded by $20,000 this year's most optimistic estimate.

The annual affair, spurred by merchants' donations of an estimated $100,000 in merchandise, platoons of volunteer workers and overall public spirit, is the single-most important factor in helping KQED to meet its $375,000 budget.

Some of the more interesting sales included two autographed copies of President Kennedy's *Profiles in Courage,* which went for $350 each, and the necktie worn by the auctioneer (Gov. Edmund [Pat] Brown) which sold for $100. A San Francisco couple, got the most "far out" bargain—a $2,800 trip for two to Tahiti for $2,400.

## WTRF-TV's new spot plan

WTRF-TV Wheeling, W. Va., last week unveiled a merchandising program for its spot advertisers that will provide promotional tie-ins with area trade papers, supermarket chains, retailers and jobbers, newspaper ads and direct mailings.

The program includes in-store displays and banners, window banners and other promotions in 43 A & P stores in the Wheeling area, as well as displays in Kroger, M & K, IGA, By-Rite, and State Food stores.

Additional promotional support for the station's merchandising plan will be provided by WTRF-TV's live program, *The Woman's Side,* by on-the-air merchandising spots, personal calls and mailings to retailers, jobbers and wholesalers, contest participation for prod-

ucts, and tie-in ads in trade and consumer papers and magazines in the area.

## Drumbeats...

**Operation destruction** ▪ Alcoa used an unusual campaign to acquaint dealers and consumers with Lodi Garage Doors, a user of Alcoa aluminum, in conjunction with the *Owen Spann Show* on KCBS San Francisco. To the five listeners who best stated "Why I Want Owen Spann to Chop Down My Garage Door" in a similarly named contest, went a new over-head aluminum door. Alcoa has a heavy schedule on KCBS, running 30-spots weekly for 39 weeks. A company spokesman said Alcoa wanted to promote its new product in an "interesting" way.

**Want to be a cop?** ▪ WCBS New York last week launched a drive to help recruit 940 members for the New York Police Dept. Sam Slate, WCBS general manager, offered the station's facilities for a two-week campaign of special recruiting announcements.

**Tapes and lunch** ▪ Approximately 85 timebuyers in New York attended a special "sound" story June 14 of the all-news station, XTRA Tijuana, operated by the McLendon stations. W. S. Morgan Jr., vice president and national sales manager, acted as host, along with Ralph Guild, vice president and general sales manager of the Daren F. McGavren Co., station representative, at a luncheon presentation of tapes. XTRA is just across the Mexican border near San Diego, Calif.

**Successful telethon** ▪ WFGA-TV Jacksonville, Fla., netted over $100,000 in a telethon for the United Cerebral Palsy fund. The 18-hour, 60-act show was emceed by Dale (*Wells Fargo*) Robertson, who headed an all-star cast. The station reported that more than 12,000 persons visited the auditorium during the show.

**Internship** ▪ WWDC Washington has announced an internship program in conjunction with American U., that city, whereby a junior radio-tv-journalism student will work in the station's news department for a year for various credits toward a degree and for pay. Because so many qualified applicants applied for the internship, WWDC selected two.

**Competition congrats** ▪ The Henderson, Ky., *Gleaner & Journal* congratulated WSON-AM-FM, that city, its competitor, on its anniversary and for its fine programs of music, news information and sports coverage.

# FATES & FORTUNES

## BROADCAST ADVERTISING

Mr. Kanner

**Bern Kanner,** associate media director at Benton & Bowles, N.Y., elected vp. Mr. Kanner is one of two associate media directors to also hold vice presidency. He joined agency in 1952 in mailroom, became broadcast buyer year later and in 1956 was advanced to assistant media director. Mr. Kanner handles Maxwell House Instant Coffee account among others.

**Richard Carter,** vp of Cleary-Strauss-Irwin & Goodman, Los Angeles, international pr firm, named to board of directors. **Henri Bollinger,** formerly with KTLA, that city, named vp.

**Robert J. McMahon,** vp and director of marketing at Fuller & Smith & Ross, Pittsburgh, named vp and manager of newly-opened Boston office.

**Mira Berman,** pr director of Lavenson Bureau of Advertising, Philadelphia, elected vp. Prior to joining Lavenson two years ago, Miss Berman was pr and fashion director at Snellenberg's department store, that city.

**Eugene J. McCarthy,** media supervisor of Young & Rubicam, San Francisco, appointed media director of McCann-Erickson, Los Angeles, succeeding **William Belcher,** who resigned.

**Howard P. Almon,** manager of BBDO's Los Angeles liaison-marketing department, will retire July 1. Mr. Almon formerly held account executive and copywriter posts in San Francisco offices of McCann-Erickson and Botsford, Constantine & Gardner.

**John Rigor,** formerly with Grey Adv., N.Y., joins Sullivan, Stauffer, Colwell & Bayles as account supervisor, that city.

**Les Sholty Sr.,** for 25 years vp and general manager of Maxon Inc., Chicago, joins Les Sholty Adv., Los Angeles agency recently started by his son, Les Sholty Jr., as senior consultant and plans director.

**Robert H. Weiss,** formerly account executive at Harry M. Frost Agency, Boston, named advertising assistant to John W. Colpitts, advertising manager of Salada-Junket Div., Salada-Shirriff-Horsey, Woburn, Mass.

**Joseph Denny,** formerly advertising research supervisor, Marplan Div., McCann-Erickson, N.Y., and **Bernard M. Keyt,** formerly sales research analyst, Bristol-Myers, that city, join research department of Lennen & Newell, N.Y. They became manager of creative research section and research project director, respectively.

**Franklin Bell,** formerly advertising manager of Sun Maid Raisin Growers, N.Y., and **Stuart Peabody,** formerly assistant vp for advertising and pr at The Borden Co., that city, become members of marketing board at Daniel & Charles, N.Y.

**Alec MacLachlan,** formerly copy group supervisor at N. W. Ayer & Son, N.Y., joins BBDO as account executive on New York Telephone Co.

**Salvatore Pappalardo,** formerly president of Hobbins Assoc., Baltimore, named account executive at Kenyon & Eckhardt, Boston.

**Frank J. Randol** joins Hicks & Greist, N.Y., as account executive on Endicott-Johnson Corp. account. Mr. Randol was assistant director of Leather Industries of America and at the same time, director of Sole Leather Bureau.

**Arnold Midlash** joins MacFarland, Aveyard & Co., Chicago, as radio-tv writer and producer. Mr. Midlash formerly wrote and produced audio-visuals for Illinois Bell.

**Robert E. Harris** joins The Bresnick Co., Boston, as account executive.

**John E. Franks,** marketing director of John C. Dowd Inc., Boston, promoted to director of media and marketing.

**Perry Thomas,** formerly on Frigidaire account at Foote, Cone & Belding, Chicago, to Olian & Bronner, that city, as account executive and administrative assistant to agency president M. H. Bronner.

**Clover Jenkins, Gena Artino** and

### President Betty

**Betty Furness** has been elected president of New York chapter of Academy of Television Arts & Sciences, succeeding **Henry S. White,** general manager of WNTA-TV New York. Miss Furness is group's first woman president in its five year history.

Others elected: **Bob Banner,** president of Bob Banner & Assoc., first vp; **Larry Lowenstein,** pr director of NTA, second vp; **Evelyn F. Burkey,** executive director of Writers Guild of America, East, secretary; **Arthur Kent,** studio technician at ABC-TV, treasurer. Miss Furness, formerly Westinghous commercial spokeswoman, now is tv m.c. She is secretary of parent National Academy.

**Carole Knicky** join Kahn Adv., Cleveland. Firm also announces move to larger quarters at 1836 Euclid Ave.

**John Strandberg,** formerly marketing manager at Eljer Div., Murray Corp. of America, joins McCann-Erickson, N.Y., as account executive on Corning Glass.

**J. Richard Burke,** formerly assistant secretary for Action Inc., N.Y., joins Assn. of National Advertisers as staff executive.

**Lorrie Carson,** formerly with McCann-Erickson, to Lillienfield & Co., Chicago, as timebuyer.

## THE MEDIA

Mr. Rice

**Roger D. Rice** named vp in charge of sales for WIIC (TV) Pittsburgh. Mr. Rice joined station as sales manager in 1955 after serving as station manager for KTVW (TV) Tacoma, Wash. Earlier he served as vp in charge of sales for Beatty Adv.

**Joe Kranz** appointed sales manager of KCSR Chadron, Neb., effective July 1. Mr. Kranz was salesman for WJAG Norfolk, Neb. **Glen Hixon** promoted to program director, effective July 1, replacing **Gerry Hoard,** who switched to WJAG. Mr. Hixon was salesman-announcer for KCSR.

**Robert F. S. Whiteley** named local sales manager at WMAL-AM-FM Washington, D.C. He had been account executive.

**Dan Shannon** appointed operations manager of KING-FM Seattle, Wash. He has been announcer and program director of KISW-FM, that city.

**James D. Paulis,** general manager of WKWK Wheeling, W. Va., resigns to enter broadcast consultancy field. He has been appointed managing consultant for WNAK Wilkes-Barre, Pa.

**William T. Watrous** named program director at WYAK-FM Sarasota, Fla. Other appointments: **David J. Bender,** commercial manager; **James J. Rinehart,** chief announcer.

**Felix Adams** appointed national sales manager of KRAK-AM-FM Stockton, Calif. Mr. Adams formerly was assistant to general manager and in charge of merchandising at KGMS Sacramento, Calif.

**Rex Goad,** manager of NBC news, named director of news. Other appointments at NBC News include: **Leonard Allen,** foreign news manager, replacing Mr. Goad as news manager; **Donald Meaney,** national news manager, appointed special news programs manager and **Eugene Juster,** manager of news film, named director of news film.

### GAB growing

Membership of Georgia Assn. of Broadcasters reached the 100 mark last week, making it the fourth largest state association in the U. S., according to George Patton, WBML Macon, GAB president. A spectacular increase occurred when GAB set up a new central office in Atlanta with a fulltime staff headed by **Jack Williams,** assistant professor of journalism at Georgia State College.

When the office was opened April 15 GAB had 70 members, with a gain of 30 in two months. There are 25 associate members. GAB will celebrate its 26th anniversary Aug. 6-8 at a convention to be held at the King & Prince Hotel, St. Simon's Island.

**George J. Lund** appointed general manager of WILA Danville, Va., and elected vp of Baron Broadcasting Corp., owner of WILA. Mr. Lund joined Baron Broadcasting Corp. in Sept., 1960. He previously was sales manager of WBTM, that city.

**Al Saunders** named general manager of WHLO Akron, Ohio, effective July 1. Mr. Saunders formerly was operations director of WSBA York, Pa.

Mr. Crow

**Tim Crow** named director of quality control and program development, newly-created department established by Rollins Broadcasting-Telecasting. Mr. Crow formerly served Rollins as director of pr. Rollins stations are: WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WPTZ (TV) Plattsburgh, N.Y.; WGEE Indianapolis; WAMS Wilmington, Del.; WNJR Newark, N.J.; WBEE Harvey, Ill.; and WRAP Norfolk, Va.

**Jack Berning,** account executive at WFIE, Evansville, Ind., promoted to general sales manager of WFIE-TV. He fills vacancy created by resignation last April of **James Mitchler.**

**Paul Mountcastle** named board chairman of WATE-AM-TV Knoxville, Tenn. Other appointments: **Cowan Rodgers,** president; **W. H. Linebaugh,** executive vp and general manager; **J. T. McCloud,** vp and director of sales; **John Reese,** vp and director of programming; **Fred Andrews,** vp and director of engineering.

**Michael Ruppe Jr.** joins KYW-AM-FM Cleveland as advertising and sales promotion manager, succeeding **Frank Maruca,** who joins WKMH-AM-FM Detroit, as program manager. Mr. Ruppe formerly was program director of WIL-AM-FM St. Louis. **Michael Hrehocik** joins news staff of KYW.

**Richard P. Keating,** formerly advertising manager at Chart-Pak Inc., named account executive at WACE Springfield, Mass.

**Louis H. Pells,** local sales manager of WEOK Poughkeepsie, N. Y., promoted to general sales manager.

Mr. Adams

**Robert F. Adams,** assistant sales manager of WABC-TV New York, appointed director of sales at WBKB (TV) Chicago. Mr. Adams was account executive for WINS New York and WNEW - TV New York. Prior to entering broadcast field Mr. Adams was personal talent manager.

**Arch Harrison Jr.,** program manager with WFVA-AM-FM Fredericksburg, to WJMA Orange, both Virginia, as president and general manager, effective July 3.

**Milton Groth** appointed controller for WCAU-AM-FM Philadelphia, effective July 3. He replaces **Howard P. Robinson,** who joins Allegheny Pepsi-Cola, Baltimore, as comptroller.

**Jack Fulwiler,** formerly with J. Walter Thompson, Kansas City, in various account executive capacities, named manager in that city of newly-established office of Forjoe & Co., station representative.

**Stan Gribble** named manager of KLIB Liberal, Kan. **Jim Berry,** formerly associated with KYSN Colorado Springs, named program director.

**Tom Hagner** named account executive for WCAU-AM-FM-TV Philadelphia, replacing **Jack Wade,** promoted to CBS-TV Stations' national sales in Chicago. Mr. Hagner formerly was at WJZ-TV Baltimore.

**A. W. Shields** named assistant to manager, WMRT-AM-FM Lansing Mich. Other new staffers: **Arthur Boettcher,** sales manager; **Gordon R. Gainer,** program director; **Dorothy E. L. Tuttle,** news and publicity director; **Oren Morgan,** chief engineer; and **Dusty Walker Holt,** Country Music master of ceremonies.

**Paul J. Cassidy,** assistant sales manager of Pittsburgh Hilton, joins KDKA,

## New Taft directors

Mr. Rogers

**Lawrence H. Rogers II** and **Edward J. Morehouse** elected directors of Taft Broadcasting Co., N.Y., N.Y. Mr. Rogers is vp and has responsibility for operations of all Taft-owned radio-tv stations in Cincinnati and Columbus, Ohio; Birmingham, Ala. and Lexington, Ky. Mr. Morehouse is vp, Harriman Ripley & Co., N.Y. investment banking firm.

that city, as account executive.

**William Anderson,** formerly special projects director for Kaiser Industries International, where he was responsible for creating closed circuit tv system for commercial-educational use, Hawaii-Kai, appointed director of agenda for first international tv assembly Nov. 4-11 of Academy of Television Arts & Sciences in N.Y. Mr. Anderson will coordinate assembly's agenda and activities.

**Ray Tannehill,** with news department of WERE Cleveland since 1959, named news director. This week he will cover opening of training of new Peace Corps volunteers at Texas Western College in El Paso and will produce full-hour documentary to be offered to 46-station baseball network of which WERE is key.

Mr. Holmgren

**Robert W. Holmgren,** budget administrator, ABC Radio, named director, sales service and business administration for network. Mr. Holmgren, who was budget administrator in cost control for seven years, came to ABC from NBC, where he was junior cost accountant. He also served as administrative assistant in ABC-TV program department.

**Yale Roe,** account executive at KGO-TV San Francisco, promoted to assistant general sales manager. **William Rambo** joins station as account executive.

**Lee Ruwitch,** general manager of WTVJ (TV) Miami, re-elected president of Florida Assn. of Broadcasters.

**Leo R. Morris** elected president of AP Broadcasters of Wyoming. Other appointments: **Kerm Kath,** vp; **Loren Ellis** and **Jack Rosenthal,** directors.

**Lawrence Berger,** KTWO-AM-TV Casper, elected president of UPI Broadcasters of Wyoming. **Jeff Grigsby,** manager of UPI bureau, Cheyenne, elected secretary.

**Wilbur Kidd,** WAYB Waynesboro, elected president of Virginia Assn. of Broadcasters. Others elected: **Hamilton Shea,** WSVA-AM-TV Harrisonburg, vp; **Horace Fitzpatrick,** WSLS-AM-TV Roanoke, secretary-treasurer. Directors elected were **Robert Wolfenden,** WMEV Marion; **Robert Lambe,** WTAR-AM-TV Norfolk; **Carl Lindberg,** WPIK Alexandria; **C. T. Lucy,** WRVA-AM-TV Richmond, and **Arthur Gates,** WYVE Wytheville.

**William Shutts,** KVOC Casper, elected president of Wyoming Broadcasters Assn., succeeding **Lawrence Berger,** KTWO-AM-TV Casper, now board member. Other appointments: **Larry Birleffi,** KFBC-AM-TV Cheyenne, vp; **Hugh Graham,** KTHE Thermopolis, board of directors; **Jack Rosenthal,** KBBS Buffalo, secretary; **Robert Larson,** KIML Gillette, treasurer.

**Richard F. McGeary,** formerly with NBC Spot Sales, Hollywood, appointed to tv sales staff of The Katz Agency, station representative, Los Angeles.

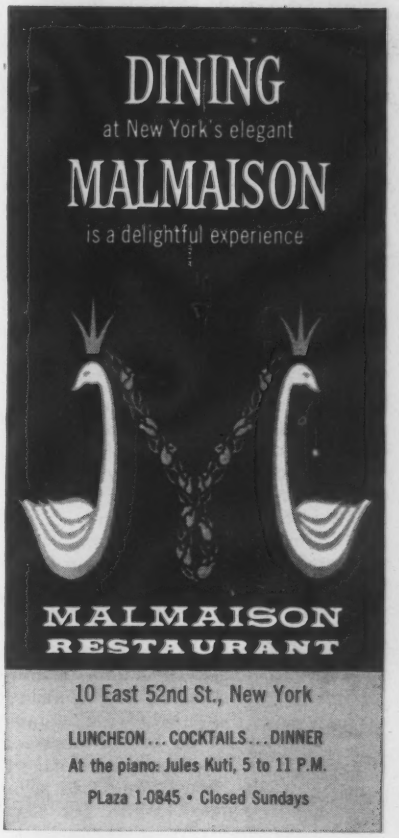
Mr. Andrick

**George R. Andrick** appointed commercial manager at WSAZ-TV Huntington, W.Va., effective July 1. He will have charge of all local and national tv sales. Mr. Andrick joined station in 1951. He also is past president of Huntington Adv. Club.

**Marvin Astrin** and **James O'Rourke,** account executives with WGN Inc., appointed western division sales managers, respectively, of WGN and WGN-TV Chicago with headquarters in that city. Not previously announced although they have been serving in these capacities, **Edward Gerken** named manager of WGN's eastern division office in New York, and **Irving Wilson** named manager of WGN-TV's eastern division office there. **Robert Innis** named assistant to Mr. Wilson. Appointments to newly established positions: **Donald Getz** as manager of sales services for WGN; **Herman Sitrick** as manager of local sales for WGN; and **Mel Wolens** as manager of sales services for WGN-TV. Mr. Astrin formerly had been with Tatham-Laird, Chicago. Mr. O'Rourke formerly was with Chicago tv sales office of Crosley Broadcasting Corp.

**Robert V. Jones** joins WOWO Ft. Wayne, Ind., as editorial research writer and director. He formerly was news editor of WGL, that city.

**Edward R. Evans,** formerly production manager at Cinerama, joins NBC

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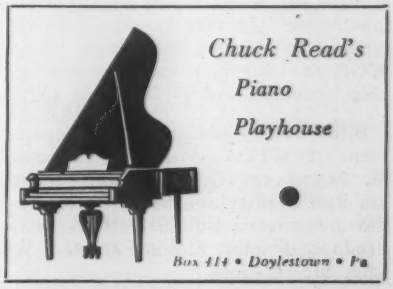


Special Projects as associate producer, N.Y.

**Philip C. Clarke,** formerly general editor, *Newsweek* magazine, joins WMCA New York as news analyst.

**Fendall Yerxa,** formerly managing editor of New York *Herald-Tribune,* joins ABC-News as editorial director.

**Roberto Creus** named program director of WMET-AM-FM Miami Beach, Fla. Mr. Creus formerly was producer for CMQ Havana, Cuba.

**Billy Taylor,** jazz musician, named music coordinator of WLIB New York.

**Alex Kramer,** songwriter, succeeds **Douglass Parkhirst,** actor-writer, as president of Veterans Hospital Radio & Television Guild. Others elected are: **Ann Seymour,** actress, 1st vp; **William C. Jackson,** publisher-actor, 2nd vp; **Richard Foorman,** advertising copywriter, 3rd vp; **Bill Kaufman,** NBC sales executive, 4th vp; **Elizabeth Pennell**. CBS writer, re-elected secretary and **Joan Melzer** re-elected treasurer.

Mr. Ridings,

**Leon Ridings,** formerly station director of WBIR Knoxville, to WFCT Fountain City, both Tennessee, as general manager. Mr. Ridings had been with WBIR for four years. Earlier he was with Bondurant Bros., Philco distributors.

**F. Ernest Lackey,** WHOP Hopkinsville, Ky., and mayor of city, named by NAB President LeRoy Collins to represent association on American Food-for-Peace Council. Request for broadcast representation on council was made by President John F. Kennedy.

**Ed Kaufman,** formerly with WAKR-AM-FM Akron, Ohio, to WERE-AM-FM Cleveland as newsman.

**Howard McAnulty** joins KLIQ Portland, Ore., as merchandising-promotion director. Mr. McAnulty was sales manager at KSIN, that city.

**Hank Morgan** joins WGUN Decatur, Ga.

**Donald N. Finger** promoted to traffic manager at WGR-AM-FM-TV Buffalo, replacing **Walter Amidon,** who will retire after 33 years. Mr. Finger joined WGR in 1947 and was promoted to chief accountant of WGR-TV in 1958.

**Billie Barney** joins promotion department of WFLA-AM-FM-TV Tampa-St. Petersburg. Others joining station are **Bob Bradley** and **Steve Porter,** radio announcers; **Bob Gilbert,** tv news producer-director; **Elaine Fantle,** radio sales presentations.

## Gen. Sheridan revisited by Pat

**Pat Sheridan,** disc jockey at WCAR Detroit, has become a mighty important figure in this day and age of the Civil War revival. His *Sheridan's Ride Show,* having been named from the exploits of the famed Civil War General Phillip Sheridan, has given Civil War Centennial officials throughout the country the idea that Pat has more than a passing interest in the matter. And they are right. In photo, Pat (right) greets Capt. John J. Fix, commander of the 1st Virginia Cavalry at the opening of the Harpers Ferry, W. Va., Civil War Showcase, a $300,000 museum built on an old battlefield. It was one of many similar events Pat has been a participant in.

**Lonny Starr,** WINS New York personality and host of all-night show, *The Midnight Starr,* moves to morning period with similar show, *The Morning Starr.*

Mr. Horowitz

**Seymour Horowitz** named program director of KGO-AM-FM-TV San Francisco. He formerly was assigned to working on special assignments for WCBS-AM-FM-TV New York. Earlier, he was program manager at KWY-TV Cleveland and before that was with WJAR-TV Providence, R. I.

**Dave Mohr,** formerly announcer-newsman at WPRO-AM-TV Providence, named news director of WJAR-AM-TV, that city.

**Murphy Martin** named newscaster for WFAA-AM-FM-TV Dallas, succeeding **Dick Wheeler.** Mr. Martin formerly served as sales manager and news-sports director for KTRE-AM-TV Lufkin, Tex.

**Morton (Doc) Downey,** air personality at WICE Providence, R.I., promoted to music director.

**Mildred Albert** appointed fashion director and commentator for Norman Knight stations (WEIM (Fitchburg, Mass.; WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover and WGIR Manchester, all New Hampshire).

**Richard Gallagher** joins KCDA (TV) Douglas, Ariz., as announcer. He had similar position at KAPR, there.

## PROGRAMMING

**Robert H. Yamin,** manager of west coast operations for Ziv-UA, appointed assistant to president, N.Y. office.

**Thomas Tausig,** formerly vp of radio-tv at Grant Adv., N.Y., joins Videotape Productions, that city, as program sales director.

Mr. Peterson

**Thomas H. Peterson** joins Atlas Film Corp., Oak Park, Ill., as vp in charge of sales. Mr. Peterson formerly was with CBS as western sales manager, Radio Spot Sales Div., Chicago and middle west area.

**Howard F. Oldis,** creative director of Alexander Film Co., Colorado Springs, appointed vp and resident producer and is transferred to firm's New York office.

**Barrie O'Daniels,** formerly executive

## Duane Jones, advertising executive, dies

**Duane Jones,** for many years head of Duane Jones Adv., New York, died June 16 in Norwalk (Conn.) hospital, after short illness. He was 63. Between 1936 and 1952, Mr. Jones at various times, was vp of Lord & Thomas (now Foote, Cone & Belding), Maxon Inc. and Benton & Bowles. He started his own agency in 1942 and was active in New York until 1957, when he went into semi-retirement. Mr. Jones was credited with playing big role in development of box-top technique in advertising packaged items. In 1955 he wrote book on the subject entitled *Ads, Women and Boxtops,* which also was serialized in BROADCASTING. In 1952, he won judgment of $300,000 in suit against former employes charged with an attempt to destroy his business by unlawfully enticing away large number of accounts.

Mr. Jones

producer-director for industrial show division of Wilding Inc., Chicago, and onetime Broadway producer, to Fred A. Niles Productions, Chicago, in new position as vp in charge of "Business Theatre."

**George Ottino,** formerly animation department head for Klager Film Productions, N.Y., joins Transfilm-Caravel, that city, in same capacity.

**Charles Andrews,** executive producer of Arthur Godfrey Enterprises for past four years, writing and producing all Godfrey shows, has been signed by Steve Allen to produce *Steve Allen Show,* starting on ABC-TV Sept. 27 as Wednesday, 7:30-8:30 p.m. series.

**Wade Crosby,** formerly western division sales manager of Programs for Television, joins United Artists in same capacity.

**Ferrill T. Robinson,** formerly sales representative for Concert Network N.Y., named sales manager, radio-tv national sales for promotional services, that city.

**Leonard Farin,** formerly with Foresight Productions, N.Y., appointed writer-director at Films Five, that city.

**William H. Metzger** elected chairman New York section of Society of Motion Pictures & Television Engineers, replacing **James Kaylor,** who has joined MGM Labs as chief engineer. Mr. Metzger was eastern manager of Motion Picture Div., Ansco Corp. He will be replaced by **Peter Keane,** technical director of Screen Gems.

**Arthur Phillips** signed by Hanna-Barbera Productions, Hollywood, to script for *The Flintstones* and *Top Cat,* new half-hour animated cartoon series, which debuts on ABC-TV this fall. He formerly wrote for Paramount Pictures.

**Jean Blake** joins 411 Sound Recording Studios, N.Y., as sales representative. Mrs. Blake was sales representative for Titra Sound Recording Co., that city.

### EQUIPMENT & ENGINEERING

**Maurice Friedman,** executive vp of Semiconductor Div., General Instrument Corp., N. Y., elected vp of corporation. Mr. Friedman also will serve in newly created post of executive assistant to president.

**Kenneth P. Peterson** named systems engineering manager, military products division; and **Paul R. Breen** appointed manager of engineering, industrial products division, Alder Electronics, New Rochelle, N.Y. Mr. Peterson formerly was manager of missile systems engineering at ITT-Kellogg, Chicago. Mr. Breen previously was manager of UHF transmitters in RCA electronics division, Moorestown, N.J.

**George W. Bates** promoted to production manager of Dynair Electronics, Lemon Grove, Calif. He formerly was assistant production manager.

**Rodney D. Chipp,** engineering executive with International Telephone & Telegraph Corp., opens own consulting engineering firm, Rodney D. Chips & Assoc., with headquarters at 15 Ward St., Bloomfield, N.J.

**William E. Davidson,** general manager for General Electric's Photo Lamp Dept., Cleveland, Ohio, named general manager, Television Receiver Dept., Syracuse.

**Thomas J. Boyle** appointed sales manager of Qualitone Background Music, division of Voron Electronics Corp. Mr. Boyle formerly was sales rep for Corn Products Co. and Magnetic Muzak, all Philadelphia.

### GOVERNMENT

**Warren D. Quenstedt,** formerly with law firm of Smith, Hennessey & McDonald, Washington, appointed deputy administrator of National Capital

**MONEY TALKS**
**—but what does it say?**

If you eavesdrop in the business-paper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP — AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Transportation Agency. Mr. Quenstedt was once trial attorney for Litigation Section of FCC's General Counsel.

## INTERNATIONAL

**Douglas Trowell,** general manager of CKEY Toronto, elected vp of Shoreacres Broadcasting Co. Ltd.

**Don Hartford,** manager of CFAC Calgary, Alta., elected president of Western Assn. of Broadcasters, succeeding **Norm Botterill,** CJLH-TV Lethbridge, Alta. Directors elected were **Wilf Collier,** CKRM Regina, Sask.; **Norm Botterill; Al Hammond,** CKRC Winnipeg, Man; **Harry Dekker,** CJNB North Battlefield, Sask.; and **Lloyd Moffat,** CJAY-TV Winnipeg, Man.

**J. Peter Elliott,** manager of Videotape Productions Ltd., subsidiary of MacLaren Adv. Co. Ltd., Toronto, to manager of video tape commercial division of Robert Lawrence Productions (Canada) Ltd., that city.

**Barry Gordon** appointed director of laboratory services of Cinesound Ltd., Toronto.

**H. F. Taylor,** president of Sovereign Films Distributors Ltd., Toronto, has taken over general managership of 16 mm and tv film divisions, succeeding **T. A. Metcalfe,** who resigned.

**Gordon Love,** CFCN-AM-TV Calgary, Alta., elected to sixth term on board of Broadcast News Ltd., Toronto, as representative of western Canadian stations.

**Wilf Dippie,** manager of Montreal office of Radio Representatives Ltd., Toronto, retires after 20 years. He will remain as company consultant.

**Jose Maria Orlando,** Associated Press staff, Montevido, Uruguay, named correspondent in charge of AP bureau, Havana.

**Alberto H. Cata,** formerly vp, Goar Mestre & Assoc. & Television Interamericana, appointed to newly-created post at CBS-TV Stations Div. as special representative for Latin America.

## DEATHS

**Richard Middagh Moore,** 58, group vp of Shenandoah Life Insurance Co. (WSLS-AM-FM-TV Roanoke, Va.), died June 18 at Roanoke Memorial Hospital, following an extended illness.

# FOR THE RECORD

As compiled by BROADCASTING June 15 through June 21. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

**Abbreviations:** DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

### New tv stations

ACTIONS BY FCC

***Washington, D. C.—Greater Washington Educational Tv Assn. Inc.** Granted uhf ch. 26 (542-548 mc); ERP 218.5 kw visual, 123.9 kw aural; antenna height above average terrain 587.075 ft., above ground 465 ft. Estimated construction cost $139,000, first year operating cost $150,000. Post office address 1729 H St. NW, Washington 6. Studio location Arlington, Va. Trans. location 5217 19 Rd. N., Arlington. Geographic coordinates 38° 53′ 30″ N. Lat., 77° 07′ 55″ W. Long. Trans. G.E. TF-25-A, ant. G.E. TY-25-C. Legal counsel Krieger & Jorgensen; Consulting engineer John H. Mullaney. Action June 15.

**Reno, Nev.—Circle L. Inc.** Granted vhf ch. 4 (66-72 mc); ERP 3.69 kw vis., 1.84 kw aur.; ant. height above average terrain —417 ft., above ground 234 ft. Estimated construction cost $295,624, first year operating cost $364,500, revenue $420,000. P.O. address 1545 Wells Ave., Reno. Studio-trans. location—Riverside Hotel, Reno. Geographic coordinates 39° 31′ 28″ N. Lat., 119° 48′ 42″ W. Long. Trans.-ant. RCA. Legal counsel Segal & Marmet. Consulting engineer Ron Oakley. Sole owner is **E. L. Cord,** who owns KFAC-AM-FM Los Angeles. Action June 16.

APPLICATION

***Bloomington, Ind.—Trustees of Indiana University.** uhf ch. 30 (566-572 mc); ERP 16.52 kw vis., 10 kw aur.; ant. height above average terrain 695 ft., above ground 647.4 ft. Estimated construction cost $156,870, first year operating cost $30,000. P.O. address c/o Elmer G. Sulzer, Bloomington. Studio location: Campus, Indiana U., Bloomington. Trans. location: golf course on campus. Geographic coordinates 39° 11′ 30″ N. Lat., 86° 30′ 27″ W. Long. Trans. RCA TTU-1-B, ant. RCA TFU-24-DL. Consulting engineer Martin R. Williams, Indianapolis. Ann. June 16.

### New am stations

ACTIONS BY FCC

**Centre, Ala.—Cherokee County Radio Station.** Granted 990 kc., 250 w D. P.O. address 1145 Walnut St., Gadsden, Ala. Estimated construction cost $12,690, first year operating cost $26,000, revenue $36,000. Applicants are **Ruby Jo Clotfelter** (55%) and **Mac M. Thomas** (45%). Both have ownership interest in WPID Piedmont, Ala. Action June 16.

**Newark, Del.—Herman Handloff.** Granted 1260 kc, 500 w D. P.O. address 242 Dallam Rd., Newark, Del. Estimated construction cost $35,280, first year operation cost $45,000, revenue $50,000. **Mr. Handloff,** sole owner, has various business interests. Action June 21.

**Bellevue, Wash.—Northwest Broadcasters Inc.** Granted 1540 kc, 1kw unl. P.O. address 6609 White-Henry-Stuart Bldg., Seattle, Wash. Estimated construction cost $20,402, first year operating cost $55,000, revenue $65,000. Principals include Pres. **Perton Glant** (7.5%), account executive at KJR Seattle and 25% owner of investment firm (Ampac Trading Co.); **Samuel Glant** (12.5%), partner in scrap iron firm and 50% owner of Ampac; Treas. **Irving Glant** (7.5%), 25% Ampac owner; Secy. **Gilbert A. Wellington** (12.5%), 50% owner of Penman-Neil Adv. Agency; Vice Pres. **Stanley Sulman** (12.5%), real estate and record distributorship interests; Ampac (47.5%). Action June 21.

APPLICATIONS

**Melbourne, Fla.—Dowdy, Vaughn & Co.** 1560 kc; 5 kw D. P.O. address 1416 N.W. 9th Ave., Gainesville, Fla. Estimated construction cost $43,920; first year operating cost $40,000; revenue $50,000. Principals: **R. A. Vaughn, John A. Dowdy** (each 50%). Mr. Vaughn is two-thirds owner of WDVH Gainsville; Mr. Dowdy owns WMGR Bainbridge, Ga., 50% of WGRO Lake City, Fla., 49% of WPUP Gainesville and 50% of an application pending in Quincy, Fla. Ann. June 16.

**Kernersville, N. C.—James P. Poston.** 1510 kc; 1 kw D. P.O. address 409 W. Front St., Statesville, Ga. Estimated construction cost $17,000, first year operating cost $40,000, revenue $45,000. **James P. Poston,** sole owner, is general manager of advertising firm, owns 25% of WNOH Raleigh and is vice president of radio & tv sales agency. Ann. June 16.

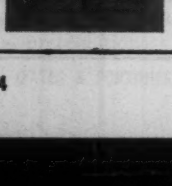
**Winston-Salem, N. C.—Stuart W. Epperson.** 1500 kc; 1 kw D. P.O. address Ararat, Va. Estimated construction cost $22,422.40; first year operating cost $38,000; revenue $41,000. **Stuart W. Epperson,** sole owner, owns 51% of WKBA Vinton, has been employe of WPVA Petersburg, both Virginia and WPAQ Mt. Airy, N. C. Ann. June 16.

**Lebanon, Pa.—Cornwall Bcstg. Co.** 1510 kc; 1 kw D. P.O. address Route 5. Estimated construction cost $36,875; first year operating cost $65,000; revenue $65,000. **Austin E. Harkins,** sole owner, owns WBAZ Kingston, N. Y. and has 75% interest in am application in Alkima, Pa. Ann. June 16.

**Quakertown, Pa.—Bi-States Bcstrs.** 1520 kc; 250 w D. P.O. address c/o Mallyck & Bernton, 621 Colorado Bldg., Washington 5, D. C. Estimated construction cost $17,000; first year operating cost $34,000; revenue $40,000. Principals: **Chandler W. Drummond** (51%), **E. Theodore Mallyck** (49%). Messrs. Drummond and Mallyck own similar interests in am applications in Lebanon, Pa. and Ocean City-Somers Point, N. J.; Mr. Mallyck is partner in law firm and has been staff attorney for FCC; Mr. Drummond owns tungsten refining business and principal interest in machine tool firm. Ann. June 16.

**West Chester, Pa.—Edgar G. Shelton Jr.** 1520 kc; 250 w D. P.O. address 1735 De Sales St. N.W., Washington 6, D. C. Estimated construction cost $25,800; first year operating cost $75,000; revenue $90,000. **Edgar G. Shel-**


EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

ton Jr., sole owner, owns public relations business, has been vice president with ABC and director of U. S. National Security Training Commission. Ann. June 16.

## Existing am stations

### ACTION BY FCC

■ By decision, commission granted application of Stephens County Bcstg. Co. to change facilities of WNEG Toccoa, Ga., from 1320 kc, 1 kw, D, to 630 kc, 500 w, D; engineering condition. Dec. 21, 1960 initial decision looked toward denying application. Action June 21.

### APPLICATIONS

**KTBM Jonesboro, Ark.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

**WBGC Chipley, Fla.**—Mod. of license to change hours of operation from unl. to specified hours: Mon.-Sat.: 4:58 am-7:02 pm; Sun: 6:30 am-7:02 pm. Ann. June 16.

**WTHR Panama City Beach, Fla.**—Cp to change ant.-trans. and studio location, operate trans. by remote control from studio location and change station location to Panama City, Fla. Ann. June 16.

**KLIC Monroe, La.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

**KTLD Tallulah, La.**—Cp to change frequency from 1360 kc to 1390 kc, increase power from 500 w to 1 kw and install new trans. Ann. June 16.

**WTIK Durham, N. C.**—Cp to increase power from 500 w, 1 kw LS to 1 kw, 5 kw LS, make changes in DA system (three-tower array), change from DA nighttime to DA night and day and install new trans. Ann. June 21.

**WJPA Washington, Pa.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

**KSIX Corpus Christi, Tex.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 16.

## New fm stations

### APPLICATIONS

**Morris, Ill.—Radio Morris.** 104.7 mc; 3.4 kw unl. Ant. height above average terrain 107 ft. P.O. address Rocking-Horse Ranch Rt. 4. Estimated construction cost $16,139.85; first year operating cost $22,600; revenue $26,000. **Ottila E. Greiner**, sole owner, is employe of vending machine manufacturing firm and has owned cattle breeding ranch. Ann. June 16.

**Herndon, Va.—Virginia-Potomac Bcstg. Corp.** 101.7 mc; 749 w unl. Ant. height above average terrain 268 ft. P.O. address Gregory Building. Estimated construction cost $28,625; first year operating cost $20,500; revenue $21,500. Principals: **Huntington Harris, Howard Ross, Eugene F. O'Connor, Fitzhugh Turner** (each 25%). Mr. Harris is president of press analysis company; Mr. Ross is airline pilot and owner of dairy farm; Mr. O'Connor is owner of real estate firm and half-owner of contracting business; Mr. Turner is vice president and director of two publishing firms. Ann. June 16.

## Existing fm stations

### APPLICATION

**KGUD-FM Santa Barbara, Calif.**—Mod. of cp to change frequency from 107.9 mc to 99.9 mc, change ERP from 41 kw to 36.9 kw, change ant. height above average terrain from 2,900 ft. to 548 ft., change ant.-trans. and studio location and change type ant. Ann. June 16.

## Ownership changes

### APPLICATIONS

**WKNB New Britain, Conn.**—Seeks assignment of license from **Beacon Bcstg. Co.** to **Louis A. Sodokoff**, d/b as Hartford County Bcstg. Corp., for $270,000. Mr. Sodokoff has been partner in diamond business. Ann. June 19.

**KLAK Lakewood, Colo.**—Seeks transfer of all outstanding shares of stock in **Lakewood Bcstg. Service Inc.** from **Maurice J. DaVolt, Julia W. DaVolt, Edythe G. Walker** (each 33.33%) to **Edward Smith Scott**, for $310,000. Mr. Scott is owner of production, sales & talent agency, county commissioner of Arapahoe County, and has been mayor of Englewood, both Colorado. Ann. June 16.

**WSYL Sylvania, Ga.**—Seeks assignment of license from **Sylvania Bcstg. System** to **Sylvania Bcstg. System Inc.**, for $25,000 to be paid for corporation stock. Principals: **Edwin H. Bass, W. Herbert Brannen** (each 50%). Mr. Bass is present licensee of WSYL; Mr. Brannen owns supermarket and two-thirds interest WGSR Millen. Ann. June 16.

**KUPI Idaho Falls, Idaho**—Seeks assignment of license from **J. Ronald Bayton** to **KUPI Inc.** Principals: **Gene Riesen, Elizabeth Jean Bayton Echo** (each 49%). Mr. Riesen is manager of KUPI and 10% owner of KLAD Klamath Falls, Ore.; Miss Echo is traffic manager and engineer of KUPI. Ann. June 16.

**WGUY Bangor, Me.**—Seeks transfer of all stock (25%) in Bangor Bcstg. Corp. owned by **Faust Couture** from Mr. Couture to **Louis J. Borgatti**, who is present owner of another 25% of licensee corp., for $7,500. Ann. June 16.

**WHMI Howell, Mich.**—Seeks assignment of license from **Wirth Bcstg. Co.** to **Frank M. Bignell** (60%), **Benedict F. Hovel, Bernice C. Hovel** (each 20%), for $90,000. Mr. Bignell is employe of WKOW, WKOW-TV Madison, Wis.; Mr. Hovel owns 15.9% of WCUB Manitowoc, Wis. and is employe of WKOW; Mrs. Hovel has had interests in WRRR Rockford, Ill. and KCLN Clinton, Iowa. Ann. June 16.

**WJAN Ishpeming, Mich.**—Seeks assignment of license from **Tri-City Bcstrs. Inc.** to **James J. Beloungy, Walter D. Steben, Henry H. Schroeder, H. Walter Thompson** (each 25%), for $50,000. Mr. Beloungy has been employe of CBS and has interest in KLFD Litchfield, Minn.; Mr. Steben is technical employe of WBBM-TV Chicago; Mr. Thompson is owner of Chicago closed-circuit telecasting firm; Mr. Schroeder is technical employe of CBS. Ann. June 19.

**KUDI Great Falls, Mont.**—Seeks assignment of license from **Community Bcstrs. Inc.** to **James F. Hadlock**, for $300,000. Mr. Hadlock is majority stockholder of KBUC Corona and KDAN Eureka, both California, and owns Hollywood advertising agency. Ann. June 16.

**KARA (AM), KPAT-FM Albuquerque, N. M.**—Seeks transfer of 1% of stock in KARA Inc. from **Walter J. Stiles** to **John P. Gallagher**, present owner of 47%, for $40 in consideration for $15,000 loan, giving Mr. Gallagher and his wife positive control as family group. Ann. June 19.

**WVIP Mt. Kisco, N. Y.**—Seeks acquisition of positive control of VIP Radio Inc. by Whitney Communications Corp., through acquisition of 350 additional shares of stock in consideration for $600,000 in loans. Ann. June 16.

**WKAL Rome, N. Y.**—Seeks assignment of license from **Mid New York Bcstg. Corp.** to **Jackson Maurer** (64.10%), **S. B. Maurer, T. B. Maurer** (each 17.69%) d/b as Maurer Bcstg. Corp., for $97,000. Mr. Jackson Maurer has owned 50% of WHKK Akron, Ohio and has been broker; Mr. S. B. Maurer owns development-engineering business; Mr. T. B. Maurer is minister. Ann. June 16.

**KCFH Cuero, Tex.**—Seeks assignment of license from **Alphonse M. Respondek** (deceased) to **Margaret Respondek** as community administrator of Mr. Respondek's estate and individually his widow. Ann. June 16.

**KCLW Hamilton, Tex.**—Seeks assignment of license from **Coy Perry** to **San Jacinto Bcstg. Inc.**, for $60,000. Principals include: **Frank J. Hedrick** (53.49%), **J. Scott Noxon** (20.06%), **Errol R. Coker Jr.** (10.03%), **William C. Bennett Jr., Virgil L. Dixon** (each 6.69%). Mr. Hedrick is projectionist for KTRK-TV Houston; Mr. Noxon is announcer for KRBE-FM Houston; Mr. Coker is engineer for KHUL-FM Houston; Mr. Bennett is announcer for KQUE-FM Houston; Mr. Dixon is announcer for KHUL-FM. Ann. June 16.

**KJSB (FM) Houston, Tex.**—Seeks assignment of cp from **Joel S. Kaufman** to **George B. Hanna** (3¢.13%), **Theodore Niarhos** (14.33%), **Frank Beshara** (8.59%), **Paul J. Molnar, Mildred J. Molnar, Lorie M. Molnar** (each 7.45%), for $15,000. Mr. Hanna owns insurance agency; Mr. Niarhos is manager of WDBN-FM Barberton, Ohio; Mr. Beshara is owner of insulation company; Mr. Paul Molnar is 50% owner of Lemmon & Molnar Inc. Canton, Ohio; Miss Lorie Molnar is attorney; Mrs. Mildred Molnar is housewife. Ann. June 19.

**WAVY, WAVY-TV Portsmouth, Va.**—Seek assignment of license from **Tidewater Teleradio Inc.** to **WAVY Inc.**, owned by **Gannett Inc.**, for $4,500,000. Gannett Inc. owns WHEC-AM-TV Rochester, WENY Elmira, WINR-AM-TV Binghamton, all New York. Ann. June 16.

## Hearing cases

### FINAL DECISIONS

■ By decision, commission granted application of Northwest Bcstrs. Inc., for new am station to operate on 1540 kc, 1 kw, DA, unl. in Bellevue, Wash., and denied application of Rev. Haldane James Duff for new station on 1540 kc, 10 kw, DA-1, unl. in Seattle, Wash. Aug. 15, 1960 supplemental initial decision looked toward this action. Action June 21.


NOW AVAILABLE IN THE RCA LINE OF NEW TRANSISTOR AMPLIFIERS

NEW CUE AMPLIFIER

**Useful as a remote line monitor, turntable cueing, remote amplifier monitor, or general purpose monitor.**

Complete, from its AC power supply to its 3x5 speaker. Designed especially for information type monitoring, with frequency response compensated for high intelligibility. Up to 10 inputs may be selected by self-contained selector switch. Muting provisions also included. Attractive umber gray housing, with etched aluminum panel, suitable for office desk use. Rack mounting panel also available.

**BA-8A** *only* **$120**
*rack mounting panel* **$10**

*Write to RCA, Dept. WD-22 Building 15-5, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.*

RCA The Most Trusted Name in Radio
RADIO CORPORATION OF AMERICA

■ By decision, commission granted application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and denied applications of Alkima Bcstg. Co. and Howard Wasserman seeking same facilities in West Chester, Pa. Sept. 15, 1960 initial decision looked toward this action. Action June 21.

■ Commission gives notice that April 26 initial decision which looked toward granting application of Cherokee County Radio Station for new am station to operate on 990 kc, 250 w, D, in Centre, Ala., became effective June 15 pursuant to Sec. 1.153 of rules. Action June 16.

■ Commission gives notice that April 26 initial decision which looked toward granting application of Circle L Inc., for new tv station to operate on ch. 4 in Reno, Nev. became effective June 15 pursuant to Sec. 1.153 of rules. Action June 16.

### STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of WIBC Inc. for new tv station to operate on ch. 13 in Indianapolis, Ind., and denying competing application of Crosley Bcstg. corp. (WLWI). Comr. Craven not participating. Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves the right to reach different result upon subsequent adoption and issuance of formal decision. Action June 14.

### INITIAL DECISIONS

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting applications of WMRC Inc. (WBIR) Knoxville, Tenn., WINN Bcstg. Corp. (WINN) Louisville, Ky., Southeastern Bcstg. Inc. (WSFC) Somerset, Ky., Standard Tobacco Co. (WFTM) Maysville, Ky., Southeastern Ohio Bcstg. System Inc. (WHIZ) Zanesville, Ohio, and Anderson Bcstg. Corp. (WHBU) Anderson, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, and Scripps-Howard Radio Inc. (WCPO) Cincinnati, Ohio, and Air Trails Inc. (WCOL) Columbus, Ohio, to increase daytime power from 250 w to 1 kw, continued operaiton on 1230 kc, 250 w-N, each with interference condition and WHIZ with additional engineering condition. Action June 21.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting application of Court House Bcstg. Co. to increase power of station WCHI Chillicothe, Ohio, from 500 w to 1 kw, continued operation on 1350 kc, D. Action June 21.

■ Hearing examiner Thomas H. Donahue issued initial decision looking toward granting application of Jefferson County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, in Jefferson City, Tenn. Action June 19.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting joint petition of Radio Carmichael and Trans-Sierra Radio to dismiss, but with prejudice, Trans-Sierra's application for new am station to operate on 1430 kc, 500 w, D, DA, in Roseville, Calif., and granting applications of Radio Carmichael for same facility in Sacramento, Jack L. Powell and Alyce M. Powell to increase daytime power of station KVON Napa, from 500 w to 1 kw, with DA-2, continued operation on 1440 kc, 500 w-N, and Golden Gate Bcstg. Corp. to increase daytime power of station KSAN San Francisco, from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, with interference condition. Action June 19.

■ Hearing examiner Millard F. French issued initial decision looking toward granting applications of Southeastern Bcstg. System Inc., to increase daytime power of station WMJM Cordelle, Ga., from 250 w to 1 kw, and Radio Station WSNT Inc., to increase daytime power of station WSNT Sandersville, Ga., from 250 w to 500 w, each continued operation on 1490 kc, 250 w-N; interference condition. Action June 16.

### OTHER ACTIONS

■ By order, commission (1) granted motion by Northeast Radio Inc., for acceptance of untimely filed exceptions to initial decision which looked toward denying its application to increase power of station WCAP Lowell, Mass., from 1 kw to 5 kw, continued operation on 980 kc, D; (2) granted motion by WSUB Groton, Conn., for 10 days in which to file replies, but denied its motion to strike; and (3) vacated May 11 stay order in this proceeding. Action June 21.

■ By memorandum opinion and order, commission granted joint petition for reconsideration, etc., by Catskills Bcstg. Co., Ellenville Bcstg. Co. and Ulster County Bcstg. Co., applicants for new am stations in Ellenville, N. Y., to extent of permitting consideration of merged applicant contemporaneously with consideration of individual applicants by (1) referring petition for merger to chief hearing examiner and (2) in event he determines merger permissible, enlarging issues before hearing examiner. Action June 21.

■ By memorandum opinion and order, commission denied petition by Mt. Holly-Burlington Bcstg. Co., Mt. Holly, N. J., for enlargement of issues in the Burlington-Mt. Holly, N. J., am proceeding. Chmn. Minow dissented. Action June 21.

■ By order, commission granted joint petition by Commodity News Services Inc., and Board of Trade of City of Chicago (complainants), Western Union Telegraph Co. (defendant) and Common Carrier Bureau, dismissed complaints concerning loop rates, and terminated proceeding. Action June 21.

■ By memorandum opinion and order, commission dismissed as moot petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., for enlargement or clarification of issues as to application of North Penn Bcstg. Co. for new am station in Quakertown, Pa., since dismissed. Action June 21.

■ By memorandum opinion and order, commission denied petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to clarify or enlarge issues in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn., respectively. Comr. Hyde dissented. Action June 21.

■ By memorandum opinion and order, commission denied petition by Wireline Radio Inc., for reconsideration and grant without hearing of its application for renewal of license of station WITT Lewisburg, Pa. Action June 21.

■ By memorandum opinion and order, commission granted petition by Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., to extent of enlarging issues to determine character qualifications of Suburban Bcstg. Inc., Jackson, Wis., in proceeding on their applications for new am stations. Comr. Ford dissented and issued statement in which Comr. Hyde concurred. Action June 21.

■ By memorandum opinion and order, commission (1) granted petition by Nathan Frank for reconsideration of hearing order, (2) rescinded March 4 memorandum opinion and order, and (3) waived Sec. 3.610 of rules, approved specification of trans. and ant. site of station WNBE-TV (ch. 12) New Bern, N. C., as amended to specify site on Neuse River, and granted, without requested condition, modified cp for WNBE-TV accordingly. Action June 21.

■ By order commission granted motion by Peoples Bcstg. Corp. and accepted its late filing of reply to joint exceptions to initial decision in proceeding on its application for new fm station in Trenton, N. J. Action June 14.

■ By order commission denied joint petition by applicants for reconsideration and grant without hearing applications for increased daytime power of Radio Station WAYX Inc. (WAYX) Waycross, Ga., Radio Gainesville Inc. (WGGG) Gainesville, Fla., Middle South Bcstg. Co. (WBML) Macon, Ga., Fisher Bcstg. Inc. (WSOK) Savannah, Ga., Ben Hill Bcstg. Corp. (WBHB) Fitzgerald, Ga. and Radio South Inc. (WXLI) Dublin, Ga. Action June 14.

■ By order commission granted request by WHAS Inc., to extent of extending from 20 to 30 minutes time allocated to it for oral argument on June 30 in proceeding on its application to change trans. site of WHAS-TV (ch. 11) Louisville, Ky., increase ant. height and make equipment changes; denied requests by Taft Bcstg. Co. and Aeronautical Intervenors for extension of time for their oral argument. Action June 14.

### ORAL ARGUMENT SCHEDULED

■ Commission scheduled Largo, Fla., tv ch. 10 comparative proceeding for oral argument on July 13. Action June 14.

## Routine roundup

■ Commission adopted "Glossary of Terms and Abbreviations" pertaining to control of electromagnetic radiation (Conelrad) which will be attached as Annex E to Conelrad Manual for Broadcast Stations for information and convenience of broadcasters participating in this national defense program. Ann. June 21.

■ Personnel in office of secretary will, upon request, date-stamp one extra copy of any document at time it is filed and return that copy to person filing document for his records. First page of document or of cover letter, as case may be, will be stamped. This service cannot be rendered if document is filed by mail. Ann. June 21.

■ On June 9, 1961, U. S. Ambassador at Mexico City and Mexican Minister for Foreign Relations exchanged instruments of ratification of agreement signed on January 29, 1957, between United States of America and United Mexican States concerning radio broadcasting in standard broadcast band. Agreement was brought into force by that exchange. Ann. June 15.

■ Commission granted request by National Association of Broadcasters for extension of time from June 19 to July 10 for filing comments and to July 30 for replies in proposed rule making concerning broadcast announcement of financial interests of broadcast stations and networks and their principals and employees in service and commodities receiving broadcast promotions (plugola). Action June 13.

### ACTIONS ON MOTIONS

**By Commissioner Rosel H. Hyde**

■ Granted petition by Broadcast Bureau and extended to June 19 time to respond to petition to enlarge issues filed by Greene County Radio, Xenia, Ohio, in am consolidated proceeding. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 26 time to file exceptions to initial decision in proceeding on am applications of Greater Princeton Bcstg. Co., Princeton, N. J. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 22 time to respond to petition to enlarge, change and clarify issues filed by Carnegie Bcstg. Corp., Pittsburgh, Pa., in am consolidated proceeding. Action June 19.

■ Granted petition by Broadcast Bureau and extended to June 29 time to file exceptions to initial decision in proceeding on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fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, and Benjamin C. Brown, Oceanside, both California. Action June 16.

■ Granted petition by Eleven Ten Bcstg. Corp., and extended to July 21 time to file exceptions to initial decision in proceeding on its application for renewal of license of am station KRLA & aux., Pasadena, Calif., and for license to cover cp. Action June 16.

■ Granted petition by Broadcast Bureau and extended to June 30 time to respond to petitions for review of rulings of hearing examiner filed by WHYY Inc., and Rollings Bcstg. Inc., in Wilmington, Del., tv ch. 12 proceeding. Action June 15.

■ Granted petitions by Independent Indianapolis Bcstg. Corp., Indianapolis, Ind., and extended to June 13 time to respond to several comments and oppositions directed to its April 24 petition to enlarge issues, and to June 14 to respond to comments of Broadcast Bureau directed to Independent's petition to enlarge issues with respect to technical and character qualifications in proceeding on its am application. Action June 13.

■ Granted petition by WTSP-TV Inc., for extension of time to June 14 to file reply brief in Largo, Fla., tv ch. 10 comparative proceeding. Action June 13.

**By Chief Hearing Examiner James D. Cunningham**

■ Dismissed with prejudice and terminated proceeding on applications of Plains Tv Corp. and Springfield Tv Bcstg. Corp. for transfer of stock interest in Connecticut Tv Inc. (WHNB-TV) New Britain, Conn., and cps of WHNB-TV and WWLP (TV) Springfield, Mass. Applicants gave notice they did not intend to prosecute their applications. Action June 16.

■ Granted joint request by Coastal Tv Co., applicant for new tv station to operate on ch. 12 in New Orleans, La., and Supreme Bcstg. Inc. for mod. of cp of station WJMR-TV New Orleans, to specify ch. 12 instead of ch. 20, for approval of merger agreement whereby Supreme stockholders will become 40 percent partner of Coastal Tv Co.; dismissed Supreme application; returned amended Coastal application to presiding hearing examiner for appropriate proceedings and issuance of initial decision. Action June 16.

■ Granted petition by Niagara Bcstg. System (WNIA) Cheektowga, N. Y., for leave to intervene in proceeding on am application of Crawford County Bcstg. Co. (WTIV) Titusville, Pa. Action June 16.

■ Granted petition by Pee Dee Bcstg. Co. (WLSC) Loris, S. C., to dismiss, but with prejudice, its am application, and retained in hearing status remaining applications in consolidated proceeding. Action June 15.

■ Issued notice of following witnesses( all from New York City) who, among others, will appear and give testimony in ensuing sessions in study of radio and tv network broadcasting scheduled to convene June 20 in U. S. District Courthouse, Foley Square, in New York City: David Susskind, executive vice president, Talent Associates-Paramount Ltd.; Worthington Miner, National Telefilm Associates Inc.; George Schaefer, president, Compass Productions Inc.; William Todman, Goodson-Todman Productions; Mrs. Mildred Freed Alberg, president, Milberg Enterprises Inc.; Ernest Kinoy, president, Writers Guild of America-East Inc.; Perry Como, president, Roncom Productions Inc.; Dave Garroway; Bob Banner, president, Bob Banner & Associates; Paddy Chayefsky, 850 Seventh Ave.; Fred Coe, producer, 171 E. 62nd St.; Sylvester L. Weaver, McCann-Erickson; Albert McCleery, producer, CBS Studios; Mark Goodson, Goodson-Todman Productions; Robert Saudek, president, Robert Saudek Associates Inc.; Irving Mansfield, president, Impa Productions Ltd.; David Davidson, national chairman, Writers Guild of America; H. William Fitelson, general manager, Theatre Guild; Fred Friendly, producer, CBS; Henry Jaffe, president, Henry Jaffe Enterprises Inc.; Daniel Petrie, c/o Talent Associates-Paramount Ltd.; Tad Mosel, 405 E. 54th St.; Erik Barnouw, professor, Columbia University; Gore Vidal, 360 E. 55th St.; Ed Sullivan, 502 Park Ave.; Irving Gitlin, c/o NBC; Robert Alan Arthur, 525 Lexington Ave.; Robert Gessner, professor, New York University. Action June 15.

■ Granted joint petition by Suburban Bcstg. Inc., and Camden Bcstg. Co., applicants for class B fm stations in Mount Kisco, N. Y., and Newark, N. J., respectively, for approval of merger agreement by formation of new corporation in which each party will have equal interest in proposed Newark station, accepted Suburban amendment to specify operation on class A fm channel in Mount Kisco, removed its application from hearing and returned to processing line; and returned Newark amended application to presiding hearing examiner for appropriate proceedings. Action June 15.

**By Hearing Examiner Thomas H. Donahue**

■ Dismissed as moot petition by Washington Bcstg. Corp. (WOL) Washington, D. C., and Cumberland Valley Bcstg. Corp. (WTBO) Cumberland, Md., for severance in proceeding on their am applications. Action June 14.

**By Hearing Examiner Asher H. Ende**

■ Granted motion by Lorenzo W. Milam, Seattle, Wash., for extension of time to exchange exhibits and request witnesses for cross-examination in proceeding on his fm application and that of Eastside Bcstg. Co. Seattle; (1) Exchange of exhibits from June 15 to July 6, and (2) notification of witnesses, if any, desired for cross-examination from June 22 to July 13. Action June 16.

■ Issued order following further prehearing conference in proceeding on am application of WIRY Inc., Lake Placid, N. Y.; direct case of applicant shall be presented in written sworn exhibits and copies of proposed exhibits shall be supplied to Broadcast Bureau and hearing examiner by June 23, provided, however, that supplemental and revised financial information tendered by applicant with petition for leave to amend and accepted by order released May 18, now one file as part of application, is, at applicant's request, considered its presentation, in lieu of an exhibit, purporting to satisfy the financial issue; Broadcast Bureau, by June 23, shall notify applicant whether aforementioned amendment to application satisfies all questions which bureau has with respect to financial issues, and applicant is given until June 27 to submit such additional information to satisfy any questions with respect to financial issue that bureau counsel may have; bureau shall, by June 27, notify applicant of names of witnesses he desires to cross-examine and applicant shall make such witnesses available for cross-examination at hearing; scheduled hearing for June 30; agreements and undertakings entered into between parties concerning future conduct of hearing approved as set forth in transcript of further prehearing conference. Action June 15.

■ On own motion, scheduled prehearing conference for June 22 at 2:00 p.m. in matter of American Telephone & Telegraph Co.—regulations and charges for developmental line switched service. Action June 14.

■ Granted petition by WIFE Corp., Indianapolis, Ind., and scheduled oral argument on June 20 on requests contained in its petition for leave to amend its application to delete certain participants, change status of others, etc.; allowed proponents of relief requested by WIFE as group and opponents thereof as group each 20 minutes to present respective arguments, with additional citations to be given by participating counsel; and ordered counsel for WIFE to furnish examiner and each party participating in oral argument written statement by June 20 containing specified requested information. Action June 13.

**By Hearing Examiner Charles J. Frederick**

■ Granted petition by Seaway Bcstg. Inc., and continued July 6 hearing to Sept. 12 to specific hour and place to be set forth in subsequent order in matter of revocation of cp of WMPP Chicago Heights, Ill. Action June 15.

■ Upon oral request of Broadcast Bureau, and with consent of counsel for applicants, scheduled hearing conference for June 22 in New Orleans, La., tv ch. 12 proceeding. Action June 15.

**By Hearing Examiner Millard F. French**

■ Formalized agreements and rulings made on record at June 12 prehearing conference in proceeding on application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H., ordered exchange of exhibits in final form on Sept. 14 and continued hearing from July 12 to Sept. 27. Action June 14.

**By Hearing Examiner Walther W. Guenther**

■ Granted request by Audio House Inc., for continuance of prehearing conference from June 19 to July 12 and hearing from July 20 to July 27 in proceeding on its application for cp for fm station KRPM San Jose, Calif. Action June 14.

**By Hearing Examiner Isadore A. Honig**

■ Issued memorandum of ruling formalizing announcement of ruling made by hearing examiner following June 16 oral argument and denied letter request of counsel for News-Sun Bcstg. Co., Waukegan, Ill., for issuance of order directing Mr. Walter A. Hotz, principal of applicant Radio America, Chicago, Ill., to appear for cross-examination when hearing reconvenes on June 19, in fm proceeding. Action June 16.

■ On own motion, scheduled oral argument for June 16 at 12:00 noon, on June 12 letter request of News-Sun Bcstg. Co., Waukegan, Ill., requesting that order be issued directing Mr. Walter A. Hotz, principal of applicant Radio America, Chicago, Ill., to appear and be available for cross-examination when hearing reconvenes on June 19 in proceeding on their fm applications; each party will be allowed 10 minutes for argument in chief and five minutes for rebuttal. Action June 14.

**By Hearing Examiner Annie Neal Huntting**

■ On own motion, continued June 21 hearing to June 28 in proceeding on am applications of Berkshire Bcstg. Corp., Hartford, and Grossco Inc., West Hartford, both Conn. Action June 16.

■ Granted request by Torrington Bcstg. Inc. (WTOR) Torrington, Conn., and continued June 23 prehearing conference to June 30 at 9:00 a.m., in proceeding on its am application. Action June 15.

■ On own motion, continued June 26 prehearing conference to June 30 at 2:00 p.m., in proceeding on am applications of Marshall C. and Sarah C. Parker, Tupelo, Miss. Action June 15.

**By Hearing Examiner Forest L. McClenning**

■ Issued order formalizing certain agreements made at June 16 prehearing conference in proceeding on am applications of Ebony Enterprises Inc., and William Norman Peal, both Chadbourn, N. C.: (1) Direct cases of applicants shall be presented by written sworn exhibits and copies thereof supplied other parties and hearing examiner on or before July 18; (2) Notification of witnesses to be called for cross-examination shall be given on or before July 21. Action June 16.

**By Hearing Examiner Herbert Sharfman**

■ Issued statement and order after prehearing conference and scheduled certain procedural dates in proceeding on am application of Peach Bowl Bcstrs. Inc. (KUBA) Yuba City, Calif.; hearing advanced from July 25 to July 13; granted petition by KUBA for leave to amend its application to change type trans. Action June 16.

**By Hearing Examiner Elizabeth C. Smith**

■ Granted joint petition by Citizens Bcstg. Co., Lima, Western Ohio Bcstg. Co., Delphos, Raymond I. Kandel and Gus Zaharis, Zanesville, and Muskingum Bcstg. Co., Zanesville, all Ohio, and continued June 16 hearing to June 30 in proceeding on their am applications. Action June 15.

■ Scheduled further prehearing conference for June 29 in proceeding on am applications of Radio Station WAYX Inc. (WAYX) Waycross, Ga. Action June 16.

## BROADCAST ACTIONS

**by Broadcast Bureau**
**Actions of June 20**

**KNFM (FM) Midland, Tex.**—Granted assignment of license to Rudolph M. Rubin Jr., James R. Flavors and William R. Mettler d/b under same name.

**WFQM (FM) San Juan, P. R.**—Granted license for fm station.

**KLFM (FM) Long Beach, Calif.**—Granted license for fm station.

■ Granted following stations licenses covering increase in daytime power and installation of new trans.: WIGM Medford, Wis., and KVNU Logan, Utah.

**KBIZ Ottumwa, Iowa**—Granted license covering installation of new trans.

**WSRO Marlborough, Mass.**—Granted license covering changes in DA system (relocate one tower at same site).

**KMEO Omaha, Neb.**—Granted license covering installation of new type trans.

**WTOL-FM Toledo, Ohio**—Granted license covering increase in ERP and ant. height, change ant.-trans. location, make changes in ant. system, installation of new trans., change type ant., and make changes in trans. equipment.

**WHIO-FM Dayton, Ohio**—Granted license covering change in ERP, ant. height, ant.-trans. location, and installation of new ant. and ant. changes.

**KGMJ (FM) Seattle, Wash.**—Granted license covering increase in ERP and ant. height, change in ant.-trans. location, type trans. and ant. and ant. changes.

**WINC Winchester, Va.**—Granted license covering increase in daytime power.

**WOI Ames, Iowa**—Granted license covering change in ant.-trans. location, installation new ant. and ground system and new trans. and operation by remote control.

**KENS San Antonio, Tex.**—Granted license covering installation of new trans. as auxiliary daytime and alternate main nighttime.

**KGFF Shawnee, Okla.**—Granted license

covering changes in ant. system.

**WPBN-TV Traverse City, Mich.**—Granted extension of completion date to Dec. 18.

**Actions of June 19**

**KUFM (FM) El Cajon, Calif.**—Granted extension of authority to Sept. 1 to remain silent.

**WRSV (FM) Skokie, Ill.**—Granted assignment of cp to Radio Skokie Valley Inc.

**WOWW Naugatuck, Conn.**—Granted license for am station and change studio location.

■ Following stations were granted licenses covering increase in daytime power and installation of new trans.: KATI Casper, Wyo.; KCLX Colfax, Wash.; KBBR North Bend, Ore.; KTTR Rolla, Mo.; KFAM St. Cloud, Minn.; condition; KSUE, Susanville, Calif.

**WTSL Hanover, N. H.**—Granted license covering increase in daytime power and change type trans.

**KTTR Rolla, Mo.**—Granted license to use old main trans. (composite) as auxiliary trans. at main trans. location.

**WKLK Cloquet, Minn.**—Granted license covering increase in daytime power.

**WAMS Wilmington, Del.**—Granted license covering increase in daytime power, change from DA-1 to DA-2 when WBNX operates and WAWZ is silent and installation of new trans.

**KMBY Monterey, Calif.**—Granted license covering change in ant.-trans. location, make changes in ant. system and delete remote control.

**KFMJ Tulsa, Okla.**—Granted license covering installation of new trans. and change studio location (deletion of remote control).

**KSAL Salina, Kans.**—Granted license covering installation of new trans.

**WJRT (TV), WSAZ-AM-TV, WJR-AM-FM Flint Mich., Huntington, W. Va., and Detroit, Mich.**—Granted mod. of licenses to change name to The Goodwill Stations Inc.

**Actions of June 16**

**WCBE Columbus, Ohio**—Remote control permitted.

**WINE Pittsburgh, Pa.**—Granted change of remote control authority.

**KHAR Anchorage, Alaska**—Granted license for am station.

■ Granted licenses for following fm stations: WRNJ (FM) Atlantic City, N. J., ERP 2.3 kw; WDBM-FM Statesville, N. C., and change type trans.; KCPA-FM Dallas, Tex.; WKKD-FM Aurora, Ill.

**WKDN-FM Camden, N. J.**—Granted license covering installation of new trans.

**KGLA (FM) Los Angeles, Calif.**—Granted license covering changes in ant. height and change in ant.-trans. location.

**KHFM (FM) Albuquerque, N. M.**—Granted license covering increase in ERP, installation of new trans. and ant. and changes in ant. system.

**WOAY-FM Oak Hill, W. Va.**—Granted license covering change of ant., decrease in ERP and increase of ant. height.

**WCHA-FM Chambersburg, Pa.**—Granted license covering installation of new trans.

**WBSR Pensacola, Fla.**—Granted license covering increase in daytime power and installation of new trans.

**KACI The Dalles, Ore.**—Granted license covering installation of new trans.; condition.

**WNOR Norfolk, Va.**—Granted license to use old main trans. as auxiliary daytime and alternate main nighttime trans. at main trans. location.

**WBAY-TV Green Bay, Wis.**—Granted cp to make changes in ant. system and other equipment; ant. height 1,205 ft. (main trans. & ant.)

**WTVJ (TV) Miami, Fla.**—Granted cp to utilize old trans. located in Hotel Everglades, 244 Biscayne Blvd., Miami, as auxiliary trans. (aux. trans. & ant.)

**Actions of June 15**

**KMED Medford, Ore.**—Remote control permitted.

**KDRS Paragould, Ark.**—Remote control permitted.

**KSFX San Francisco, Calif.**—Remote control permitted.

■ Granted licenses for the following fm stations: KSHE Crestwood, Mo.; KATT Woodland, Calif.; WACO-FM Waco, Tex.

***WTJU (FM) Charlottesville, Va.**—Granted license covering installation of new trans.

**KERO-TV Bakersfield, Calif.**—Granted cp to maintain ant. as auxiliary facility at main trans. site.

**K78AS Santa Rosa, N. M.**—Granted extension of completion date to Dec. 31.

*Continued on page* 115

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 22

| | ON AIR Lic. | Cps. | CP Not on air | TOTAL APPLICATIONS For new stations |
|---|---|---|---|---|
| AM | 3,543 | 57 | 112 | 827 |
| FM | 828 | 53 | 194 | 130 |
| TV | 486[1] | 55 | 89 | 97 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 22

| | VHF | UHF | TV |
|---|---|---|---|
| Commercial | 464 | 77 | 541 |
| Non-commercial | 38 | 17 | 55 |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC June 22

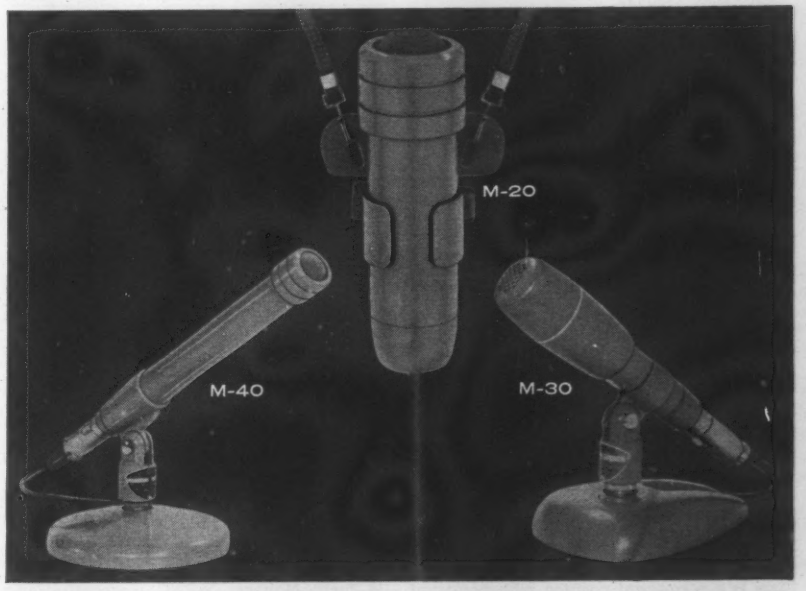
| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,531 | 795 | 486[1] |
| Cps on air (new stations) | 41 | 71 | 55 |
| Cps not on air (new stations) | 153 | 210 | 92 |
| Total authorized stations | 3,725 | 1,076 | 644 |
| Applications for new stations (not in hearing) | 541 | 73 | 26 |
| Applications for new stations (in hearing) | 198 | 22 | 54 |
| Total applications for new stations | 739 | 95 | 80 |
| Applications for major changes (not in hearing) | 513 | 53 | 39 |
| Applications for major changes (in hearing) | 205 | 5 | 16 |
| Total applications for major changes | 718 | 58 | 55 |
| Licenses deleted | 0 | 0 | 0 |
| Cps deleted | 0 | 4 | 0 |

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.


These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA




*M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.*

# CLASSIFIED ADVERTISEMENTS

*(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)*

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

**Resident general manager** financially able to purchase minority interest in metropolitan station. Box 892F, BROADCASTING.

**New 1 kw day** with good music format will be on in August. Need manager who is salesman. KATQ, Floyd Bell, Box 1051, Texarkana, Texas.

### Sales

**Baltimore**—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

**Salesman** for Texas single station market. Liberal draw, car allowance and commission. Right man can advance according to ability. Send full information to Box 838F, BROADCASTING.

**Can you sell successfully** in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

**KVNI** in beautiful Coeur d'Alene, Idaho has opportunity for experienced salesman. Must be progressive. Guarantee plus commission. Start immediately. Send references and photo.

**KVON, Napa, California** expanding sales staff. Contact Powell, Baldwin 6-2023.

**Salesman, experienced.** Good guaranteed draw. Unexcelled community acceptance. We are buying another station, get in on a growing, progressive organization. WHLT, Huntington, Indiana.

**Account executive** position open immediately for experienced radio and promotion man in county seat, single station market. Salary $510 monthly, plus good commission. Contact E. J. Hahn, phone 3827711 only, Carmi, Illinois, after 6:00 p.m. or write Box 31, Carmi, Illinois. Interview required.

**Radio television jobs.** Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

### Announcers

**Immediate opening** for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

**Announcer,** first class ticket in medium mid-Atlantic market. Maintenance secondary. Box 584F, BROADCASTING.

**Afternoon announcer**—Must have 1st phone for New England 5,000 watt station. Salary arranged. Prefer married man. Send tape, photo, resume. Box 749F, BROADCASTING.

**Announcer**—1st phone, we will pay a minimum of $7,000 to the right man. Top station in medium midwest market. Adult programming. No maintenance. Must have a minimum of 5 years experience. Send photo, resume and present air schedule. This is a permanent position with plenty of extras. Box 757F, BROADCASTING.

**Virginia** 5000 watt station has opening for topnotch morning man. Good salary. Send tape, photo and resume. All tapes returned. Box 782F, BROADCASTING.

### Help Wanted—(Cont'd)

#### Announcers

**Still auditioning** for Fall opening upstate New York. Experienced compatible personality. Versatility, reliability, showmanship required. Personal interview after tape, photo, resume salary requirements. Box 829F, BROADCASTING.

**Texas station** needs bright and mature morning man. No top 40. $400.00 per month to start. Tape and resume to Box 837F, BROADCASTING.

**First phone immediately!** #1 within western state. What else can you do? All combinations considered. Write Box 860F, BROADCASTING.

**Midwest 1000 watt** has immediate opening for combo with first phone. 6 p.m. to midnight shift. Box 872F, BROADCASTING.

**New York metropolitan area**—Growing suburban station seeks experienced staff announcer with solid command of broadcasting basics. If you have pleasant air voice, polished news and commercial delivery, are musically middle-of-the-road and want to grow with us, speed complete resume and audition tape to Box 902F, BROADCASTING.

**Major market radio.** Disc jockies, strong personalities with sense of timing and pacing. Production manager—know music and production, good air voice, creative. Newsmen—gather and write own material, authoritative air delivery. Send tape, resume and references. Box 874F, BROADCASTING.

**Modern radio personality** for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

**KATQ-new** 1 kw with good music format needs pd-announcer. Floyd Bell, Box 1051, Texarkana, Texas.

**Good sound** staff announcer for network radio affiliate. Chance for someone who desires to be permanent to find themselves a home. Must have at least three years experience. Good quality voice. Also opportunity to work into tv side of operation. No drifters or booze hounds need reply. Send tape and resume with first letter. All replies confidential. Reply to Bob Verdon, Chief Announcer, KFBC Radio, Cheyenne, Wyoming.

**Sports announcer** with experience. KOLT Scottsbluff, Nebraska. 5 kw CBS station.

**1000 watt station** seeking experienced staff announcer. Must like good music, adult programming. Rush tape, details, KSIB, Creston, Iowa.

**Wanted,** 2 experienced announcers immediately. Must be able to work tight board. State salary and all details with first letter. Bob Powell, WCNF, Weldon, N. C. Telephone Jefferson 6-3115. No collect calls, please.

**Announcer-1st phone** wanted at No. 1 rated station with tight-as-a-drum swing format. No r&r. Limited maintenance, emphasis on air work and production ability. Salary open. Send tape, resume, photo to WHYE, Box 1187, Roanoke, Va.

**Immediate opening** for experienced announcer. Good future with six-station family chain. Manager, WPNC, Plymouth, North Carolina.

**Expanding chain** has openings for deejays in Chattanooga. Good opportunity for right men. Send tape and resume to Don Wick, WQOK, Greenville, S. C.

### Help Wanted—(Cont'd)

#### Announcers

**Radio television jobs.** Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

#### Technical

**Chief engineer** with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

**Engineer,** heavy on maintenance and/or hot control operator for vacation relief in Los Angeles. Box 758F, BROADCASTING.

**Open August 15,** permanent engineering position for man experienced in transmitter and general equipment maintenance. Prefer man over 30 who wants to settle down to a permanent position. Box 814F, BROADCASTING.

**Engineer:** To install and maintain professional recording equipment and service tape recorders and hi-fi equipment. First phone preferred but not necessary. Send references, photo and applications. Box 817F, BROADCASTING.

**Need two engineer-announcers** (1st class). Start August, 61. Box 856F, BROADCASTING.

**Florida Gulf Coast,** combination first phone, strong on tight board and maintenance. Salary based on ability. Expanding multi-station affiliate. Box 867F, BROADCASTING.

**Engineer—no announcing**—opportunity in major midwest market for man experienced in production, maintenance, and construction. Box 871F, BROADCASTING.

**Engineer,** capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

**Engineer-announcer** for new 1 kw. On in August. KATQ, Floyd Bell, Box 1051, Texarkana, Tex.

**Chief engineer.** 1 kw-am-fm. WBAB Babylon, Long Island, N. Y.

**Engineer**—First class ticket. Prefer control room experience although not necessary. 5 kw full time station. Excellent opportunity for right man. Write WDRC, Hartford, Connecticut.

**Engineer** for night transmitter shift, permanent. Contact Howard Ryan, WING, Dayton 2, Ohio.

**Radio television jobs.** Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

#### Production—Programming, Others

**Program manager** for major midwest radio station. Must be strong administrator as well as practical creative man with good public service background. Supply photo, complete resume including salary requirements in full confidence. Box 793F, BROADCASTING.

**Experienced newsman** for western Pennsylvania daytimer. Must be able to gather news, write it, and announce it. Send 7½ tape, details of experience, photo, and salary requirements. Box 861F, BROADCASTING.

## Help Wanted—(Cont'd)

### Production—Programming, Others

**Production opening.** WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

**Wanted,** typist 20 hours weekly in exchange for full course. National Academy of Broadcasting, 3338 16th St., N.W., Washington, D. C.

## RADIO

### Situations Wanted—Management

**General or commercial manager** available soon. Excellent record. Finest references. Extensive radio and newspaper experience. Will improve sales and operation for aggressive owners. Box 754F, BROADCASTING.

**Attention Virginia broadcasters!** Experience in all phases small market operation, since 1945. Five years managerial. Have 1st phone —Good sales record—Community minded— 39 years old. Willing to invest lightly. Available August 15. Box 813F, BROADCASTING.

**Manager** strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

**Mr. Station Owner**—Convinced that ability, honesty and loyalty are traits that can't be found in one person? Try me. Offer management, sales, announcing, copywriting. 36, family, college graduate, 12 years all phases, 5 management. Box 831F, BROADCASTING.

**Manager.** Now managing top regional station in multiple station market. Mid 30's. 12 years experience, last six with present station. Solid, dependable, with excellent management record. If you are looking for a manager for your medium market station, let's get together. Box 834F, BROADCASTING.

**Presently assistant manager** in major market, looking for management opportunity. Strong sales, programming, 1st phone engineer. Any market, anywhere. Box 857F, BROADCASTING.

**I'm interested** in a manager's position only if I can be a vigorous, constructive, creative advocate for your station. Prefer small or medium market. Eight years in sales with management experience. Box 878F, BROADCASTING.

**Ready for first management** position! College grad, 27, vet. Experienced in small, medium, large market. Two years with present #1 station. Above average ability to announce, write, produce, sell. Size and location of market second to opportunity. Box 882F, BROADCASTING.

**Manager,** small, medium market. Experienced management, sales, programming, announcing, etc. Prefer southeast. Box 890F, BROADCASTING.

**General-commercial manager** soon available due to station sale. Over 25 years top management same organization, radio-tv. Agency, Washington, network contacts. Technical background. Excellent productive record. Medium market radio desired. Best industry references. Box 897F, BROADCASTING.

**Man-wife combo** to manage small market station in Virginia, West Virginia, Maryland, Pennsylvania, Delaware, North Carolina. Will invest a few thousand dollars or will take stock as part pay. Box 898F, BROADCASTING.

**Need a station manager** or program director with youth, experience and ability? Have sold my 5 kw looking for bigger market. In broadcasting since 1948, still under 30. Know all phases announcing, news, programming and play-by-play. Agency connections. Can really move in a fast operation. Can increase your billing while keeping costs down. Family man, college. Don't smoke or drink. Will travel for right offer. Personal interview a must. Available August 1-15. Box 900F, BROADCASTING.

## Situations Wanted—(Cont'd)

### Sales

**Desire southern Florida.** Six years experience, morning man, employed, crack salesman. Married. Box 881F, BROADCASTING.

**National sales manager** (television or radio). Self-starting sales producer wants job with challenge and growth potential. 13 years experience sales manager, station manager, rep sales. Strong sales and administration. Last six years N. Y. C. Interested in midwest, southwest, west. Will meet your rep in New York. Box 779F, BROADCASTING.

### Announcers

**Soft-sell** personality with thorough musical knowledge, including classical desires afternoon or all-night spot. B.S. degree, excellent references. Experience as pd. Box 451F, BROADCASTING.

**Experienced chief engineer,** announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

**FMers with big plans:** Experienced announcer-pd, 1st ticket, available. Box 773F, BROADCASTING.

**Announcer**—Experienced. General broadcasting; good recorded music "not too far out" either way; "good voice, effective language, pleasant personality." Excellent references. Box 795F, BROADCASTING.

**Announcer, dj.** 7 years experience. Tight production. Prefer northeast. Family. Box 810F, BROADCASTING.

**Young announcer,** not screaming r&r type, looking for job in N. Y. state, Connecticut area. Tape, etc. available on request. Box 811F, BROADCASTING.

**New England only,** permanency a must, married, three years experience. Box 816F, BROADCASTING.

**Pleasant, relaxed style,** knowledge tasteful music. News, 4 years experience, medium market. Box 818F, BROADCASTING.

**Morning man.** Swings well, experienced, family, dependable, midwest preferred. State format and salary. Box 819F, BROADCASTING.

**Outstanding personality.** The finest references. Consistently top rated. Mature and personable young man interested in a major market. Box 824F, BROADCASTING.

**Recent tv and radio** education graduate with limited but actual experience in all phases desires permanent position with good music station. Ambitious, 21, and married. Look me over. Box 827F, BROADCASTING.

**Announcer, personality jock,** first phone, experienced. Family man, 25, seeking steady employment. Preferably in midwest. Salary $110. Box 828F, BROADCASTING.

**Deep voice**—Deejay—Newsman currently top-rated medium midwest market. I'm looking! Box 842F, BROADCASTING.

**Experienced radio-tv** announcer/production. Young, family, dependable, consciencious. Available immediately. Box 843F, BROADCASTING.

**Permanent** late night dj shift wanted. B.A. 9 years. Box 846F, BROADCASTING.

**Sports director** looking for sports minded station. Finest of references. Box 852F, BROADCASTING.

**Announcer-dj** — Capable of authoritative newscasts, tight production, good ad lib. Fast board. College, married, non-floater. $elling sound. Box 853F, BROADCASTING.

**Sold solid** humorous adult morning man desires greater challenge. Knows variety and bright listenable, sell-able music. Mature commercial approach, strong newscaster. Seven years; family. Virginia northward or Florida. Include pertinent details. Box 862F, BROADCASTING.

**Single** negro girl wanted as partner. Satire-dj show. Box 848F, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**Experienced** radio and tv—solid knowledge radio; basic knowledge tv. Seeking to relocate as dj-announcer-southern New England, greater New York City area. Box 865F, BROADCASTING.

**Memphis or 100 mile** vicinity job. Last year Carolina radio. Box 866F, BROADCASTING.

**Negro announcer-dj**—Adaptable for fast and tight production, swingers, adult sound. Mature understandable newscasting. Justice done to commercial copy. Fast board, college, married. Permanent position desired. Box 854F, BROADCASTING.

**D.J.** Humorist wants manager to direct career. Satire-jazz. Box 847F, BROADCASTING.

**Distaff news;** participation in and reporting of community activities is this gal's goal. Effective delivery, pleasing personality on-air and off. Thoroughly trained. Light broadcast experience: heavy pr background. Details, tape. Box 877F, BROADCASTING.

**Broadcasting school graduate** seeks start in radio. Prefer Pennsylvania area; will consider all offers. Resume and tape available. Box 883F, BROADCASTING.

**Versatile negro announcer** looking for employment. Will travel, at earliest convenience. Box 884F, BROADCASTING.

**If you want quality,** audience appeal, "Real Radio," "That little ole d.j.—me." Box 885F, BROADCASTING.

**Experienced,** married want to settle down—dj—operate board. Do any show, good ad-lib. Excellent reference from last employer. Box 886F, BROADCASTING.

**Negro dj** experienced, versatile. Looking for the door of opportunity. Box 889F, BROADCASTING.

**Top personality,** highest Pulse rating, top forty market only . . . ten years experience, highly successful with all type programming. Box 893F, BROADCASTING.

**Top sports man.** 13 years experience. Dependable family man—37—college graduate. Box 894F, BROADCASTING.

**Family man** 33 wishes to relocate in the midwest, 14 months experience, prefer news, no top "40." $75 minimum. Box 899F, BROADCASTING.

**Profits? Profits? Profits!!** Swinging dj for east will overstuff you! Box 903F, BROADCASTING.

**Top rated** morning dj-pd wants major east market. Format or relaxed. Box 908F, BROADCASTING.

**Announcer,** desires immediate work. 28, vet, single. Will travel anywhere. Strong on dj and news. Operate tight board. For tape, photo and resume contact Jack Cronin, 8947 South Leavitt St., Chicago, Ill. Call collect BE 8-5757.

**Need an aggressive** disc jockey, staff announcer, newscaster or smooth board man? Two years experience, college, married, first phone. Paul E. Kidd, Jr., 1926 Palm Grove, Los Angeles, California.

**Country music dj** desires job in c&w station. Age 27. Married. 2 years experience on air. 5 years professional c&w music. Run own board. Tight production. Presently on air. Desire midwest or middle south location. Will send tape and resume. Gene Norell, WRIG, Wausau, Wisconsin. Home: VI 7-9615.

### Technical

**Experienced chief engineer,** announcer desires classical music station employment. Tape. Box 742F, BROADCASTING.

**First phone-dependable** 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

## Situations Wanted—(Cont'd)

### Technical

**Chief, any power,** am/fm. Experienced in construction, maintenance, remote control, directional. No announcing. Write Box 873F, BROADCASTING.

**Need a good first-class engineer,** weekend announcer, worker . . . I'm your man for $100 per week. Box 898F, BROADCASTING.

**Chief-engineer announcer.** 3 years experience. 4 years college and technical school. Available immediately. Gerald Wear, Rt. 1, Fayetteville, N. C. HE 2-4836.

**Experienced** first class licensed operator-chief-announcer. Available immediately, permanent position. Make offer. Downie, Room 4, Bayard Hotel, Dover, Delaware, RE 4-9954.

**First phone combo man,** desires change. Will be ready to travel July 19. Prefer Central or eastern North Carolina, Gene Stephens, 821 19th St., N.W., Washington 6, D. C. ST 3-3614.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

**Newsman-announcer-manager.** Many years of experience in all phases. Box 825F, BROADCASTING.

**News director,** medium market kw desires move up to large news department. Currently top rated news program in a 5 station market. Air work and writing excellent. College degree, family, veteran. Box 835F, BROADCASTING.

**Radio-tv newsman,** weathergirl. Man with 5 years announcing, pd, production, tv, stringer; B.A.; $100. Wife with 1½ years dj, traffic, copy, runs board; B.A. Box 840F, BROADCASTING.

**News director-editor-announcer.** Strong, authoritative delivery. Seeking eastern metropolitan operation. Gather, write and broadcast. Married, dependable. Tape, resume. Box 841F, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

**Educator,** four years all phases radio experience. Desire news, programming, some sales, managerial training opportunity. Must have northeast medium market pleasant community, serious, sober working companions, salary to make family comfortable. Box 844F, BROADCASTING.

**News director,** 10 years with top-rated small station wants to move to major market east of Mississippi. College graduate. Family. Box 851F, BROADCASTING.

**Radio-tv news editor** with international reporting experience seeks permanent location in small-city post. Married, settled, well seasoned at 30. Flair for good imaginative writing can also be applied to documentaries. No air personality but good appearance and one of the best news directors in the business. Prestige news first preference. Box 855F, BROADCASTING.

**College instructor** in broadcasting available September 1st. Masters degree, 1st class license, ten years commercial and educational experience. Box 859F, BROADCASTING.

**Top news talent** now available! Offering increased sales with alert and authoritative voice and talent that's worked for two top chains. Created and maintained present award-winning staff. Northeast; run your dept. or join top staff. Married, college journalism. Arrange interview. Box 863F, BROADCASTING.

**Desire program directorship** with authority. 10 years experience in all phases. No top 40. Prefer small to medium market. Ultimate goal: Management. Desire permanency. Family. 30. Box 864F, BROADCASTING.

**Sports director,** 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

**Newsman-mature.** Experienced writing, editing, producing. Good references. Immediately available. Tape, resume. Box 880F, BROADCASTING.

**University grad,** vet, family man, 8 years in radio—past 2 as pd of market's top station desires position. This 10 kw prospered from my production techniques, promotion ideas, staff management abilities. Like job, but somewhere there's a manager who needs right hand for routine and special chores who offers pay and benefits that'll drag me away. Have dj air check, promotion and production samples, references. Box 907F, BROADCASTING.

**Copywriter**—broadcast school trained. Male. Experienced. Excellent references. Car. Available now. Request samples. 609 Cook Street, Lewistown, Montana.

## YOUR HANDY CLASSIFIED AD ORDER FORM

**ISSUE DATE(s)**_____

☐ **TF (until forbid)**

**RATES**

☐ **Situations Wanted—20¢ per word—$2.00 minimum (Payment in advance)**

☐ **Help Wanted—25¢ per word—$2.00 minimum**

☐ **Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space**

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications 30¢ per word—$4.00 minimum**

**(No charge for blind box number)**

Indicate whether Radio or TV ☐ Radio ☐ TV

**HELP WANTED**

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

**SITUATIONS WANTED**

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

**FOR SALE**

☐ equipment

**WANTED TO BUY**

☐ stations
☐ equipment

**ADDITIONAL CATEGORIES**

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

**COPY**

**(If larger space is needed, please attach separate copy)**

**BROADCASTING MAGAZINE,** 1735 DeSales St., N.W., Washington 6, D. C.

**NAME**

**COMPANY**

**ADDRESS**

**Remittance enclosed $** ☐ **Bill**

## TELEVISION

### Help Wanted—Sales

**Florida:** WINK-TV, Ft. Myers, is seeking a creative, aggressive, and loyal sales manager. Good future. Write Joe Bauer. No phone calls please.

**Opening** for an aggressive tv salesman at WPTZ-TV, Plattsburgh, N. Y. Good future for right man with Rollins Group. Call or write Dave Milligan, General Manager, 357 Cornelia Avenue. JOrdan 1-5557.

### Announcers

**Texas vhf**—Needs announcer with experience in weather and on-camera commercial work. Excellent market with good benefits and chance to advance. Prefer family man from southwest looking for permanent position. Send details Box 771F, BROADCASTING.

### Technical

**Studio and transmitter** technicians. Send complete resume, photo, and salary desired in first letter to Chief Engineer, WYES-TV, 916 Navarre Avenue, New Orleans 24, Louisiana.

## Help Wanted—(Cont'd)

### Technical

**TV engineer**—Leading station has opening for young man with first class license. Desirable have some experience both transmitter and studio equipment, and ability learn quickly under guidance chief engineer. Efficiency apartment at radio transmitter for single man if desired. WSAV-TV, Savannah, Georgia.

### Production—Programming, Others

**TV traffic manager** needed for two network central California station. Complete charge of department. Offer permanency, good salary, fine medical plan in ideal climate. Write: Dept. D, KSBW-TV, P.O. Box 1651, Salinas, California.

## TELEVISION

### Situations Wanted—Sales

**Experienced radio salesman** seeking tv sales. Available immediately. Veteran. Degree. Box 830F, BROADCASTING.

**Top salesman.** Solid pro, fine track record. Ambitious, best references. Thorough experience all phases tv. Ready for big move anywhere! Box 870F, BROADCASTING.

**Account executive** outstanding background production and programming with major television station. Anxious to sell and grow with small or medium station. Excellent references and resume available. Box 875F, BROADCASTING.

### Announcers

**8 years television,** 4 years radio. All phases—announcing, news, programming, production, public relations, operations. Qualified any or all. Top work. Box 858F, BROADCASTING.

**Seeks return** to television anywhere! 3 years television. Booth, on-camera, live sports, some directing. Young, family, presently deejay. $100. 728 Minor, Kalamazoo, Michigan.

### Technical

**TV chief engineer** with unusually strong theoretical background. Likes to train others. References. Box 904F, BROADCASTING.

### Production—Programming, Others

**Director-producer,** 7 years experience. Can do all of board. Wish to relocate. Best references and credit. Write Box 751F, BROADCASTING.

**Assistant tv-news director** in major market seeks advancement to top job . . . strong on air . . . writing . . . camera work . . . ideas and aggressiveness. Made $14,000 last year. Available immediately. Box 778F, BROADCASTING.

**Need p.d.-announcer** with ideas? 17 years radio-tv announcing. Ready to move up. 35. Family. Top salary—but worth it. Box 836F, BROADCASTING.

**Experienced news director** available now, gather, write and present. 2½ years tv, many years radio. Also can handle sports. Best of references. Box 845F, BROADCASTING.

**Have you heard?** Director-producer, 27, ninth year television, seeking solid future. Working way through life, not school. Now you know. Help! Box 850F, BROADCASTING.

**Director-photographer** with eight years television experience, desires position with progressive tv station. Presently employed outside television and wishes to return to this media. Best references furnished. Box 869F, BROADCASTING.

**Production-program manager** with outstanding background all phases television. Anxious to build with small or medium station. Excellent reference and resume available. Box 876F, BROADCASTING.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

**News director, top staff.** News-in-depth, editorials; good delivery, references. Box 895F, BROADCASTING.

## FOR SALE

### Equipment

**For sale,** Ampex tape duplicator model 3201C and slave model 3202C, uses less than 10 hours. $5300.00. Box 812F, BROADCASTING.

**Collins 300-G,** 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

**RCA BTA-1MX** 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

**Gates studio consolettes** (2). Three speed broadcast turntables in cabinets (4). Excellent condition. Call La 7-0378, New York City.

**Two RCA** 70D 3-speed turntables and RCA Universal pick-up arms and cartridges. Contact: Chief Engineer, Eldon Kanago, KICD, Spencer, Iowa.

**RCA 73 B** disc recorder—base cabinet—chip and suction equipment—automatic equalizer and Gothem PFB 150 WA recording amplifier—excellent condition. Contact: R. J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

**General Electric** fm broadcast transmitter. Type BT-11-B ten watts. Write David Gustafson, Chief Engineer, KUMD-FM, University of Minnesota, Duluth 12, Minnesota.

**Three tower** phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

**Collins 300FA** 250 watt transmitter in good condition $400.00 contact WMFJ, Daytona Beach, Florida.

**Like new** 250 watt Collins 300-G transmitter. Reasonable. Write Brazil O'Hagan, WNDU-TV, South Bend, Indiana.

**1 kw used RCA** type BTA-1L transmitter, as is, complete with set of spare tubes, XTAL 1270 plus Conelrad 1240. Cash price $1,250.00 FOB Naples, WNOG, Naples, Florida.

**Used RCA** video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

**"Little old lady** wants to sell." A real steel tower. 300 ft. Blaw-Knox tower with guys. Heavy, rugged, mount tv and fm or use for am, insulator included. Dismantled, will sacrifice at only $2,000.00. Ideal for low band tv. Call John Knorr (little old lady) at WTRN, Tyrone, Penna. MU 4-3200.

**Attention:** Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

**Am, fm, tv equipment** including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

**Will buy or sell** broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

## FOR SALE

### Equipment—(Cont'd)

**George Kim & Son.** Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

**Top 500 records** for the last 5 years-best offer. Contact Larry's Record Service, Crestline Ohio.

**ITA RC-1A remote** control equipment. Installed and used two weeks. Perfect condition. $750.00. Also RCFM 1A remote amplifier for remote monitoring. $298.00. Prestige Broadcasters, Inc., Baum Bldg., Danville, Illinois.

**Transmission line,** styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

## WANTED TO BUY

### Stations

**White elephant** on your hands? Other interests dividing your time? Not enough time to devote to your radio property? Experienced broadcaster, heavy on sales. Interested in taking over station, or will buy with small down payment. Medium to small market. Prefer midwest, will consider other. Box 832F, BROADCASTING.

**Radio station wanted** in medium or small market. Reply W. L. Macumber, 5516 Edmonton Avenue, El Paso, Texas, SK 1-0137.

### Equipment

**800 to 1000 ft.** heavy duty used tower capable of supporting Channel 3 six-bay tv antenna. Box 722F, BROADCASTING.

**Used 150 foot** guyed tower, console, limiter; also, 1 kilowatt transmitter, modulation monitor, frequency monitor meeting FCC requirements. Box 821F, BROADCASTING.

**Wanted-Magnecord** solonoid operated tape recorder model M-90. Give price and details first letter, please. Box 906F, BROADCASTING.

**A 250 ft. guyed** steel tower. Box 493, Summerville, S.C.

**Wanted:** Sons of the Pioneers transcribed programs, any vintage, if airable. KGVO, Missoula, Montana.

**Two studio console;** older model ok if condition acceptable. KWHW, Altus, Oklahoma.

**Wanted:** 1000 watt fm amplifier in good condition. Contact WITZ, Jasper, Indiana.

**Will buy GPL** used projector or parts you have. Particularly interested in intermittent movement. Write or call WSIL-TV, Harrisburg, Illinois. Ph: CL 3-7837.

**50 kw transmitter** perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucarell St., Mexico 6, D. F.

## INSTRUCTIONS

**FCC first phone** license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

**Elkins Radio** License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

**FCC first class license** in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

## INSTRUCTIONS

**Be prepared.** First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

**FCC first phone license in six weeks.** Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

**Train now in N.Y.C.** for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

**Announcing, programming,** console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

## MISCELLANEOUS

**NAB Engineering Handbook,** have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

**Available to stations** without charge: Songtime, a 30 minute tape recorded public service non-sectarian religious program. Format: the week's religious news in review, the week's newest sacred recordings, a sound of freedom and a dramatized adventure that built America. Now heard on 102 stations. Excellent for promoting church attendance. For audition tape write or wire Rev. John DeBrine, Ruggles St. Baptist Church, Boston 20, Mass.

**Paying $1,000.00** yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

**25,000 professional** comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

**Yocks for jocks!** Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

## BUSINESS OPPORTUNITY

**General Steel and Concrete** Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

## RADIO

### SEATTLE

***(America's 16th Market)***

**KUDY—full time—910 KC with recent CP for move into Seattle now building. Excellent opportunity for experienced, aggressive Gen'l Sales Mgr. Send complete resume, photo and salary requirements to KUDY P.O. Box 449, Renton, Washington.**

## Help Wanted—(Cont'd)

### Sales

### A WELL KNOWN CHAIN NEEDS

1. Salesman—On the street
2. Salesman—On the air
3. Combo men
4. Disc jockey
5. Program director
6. News editor
7. Station managers

We are currently operating in one top major market, one medium and one small market. The planned aquisition of new properties opens up many positions at our existing stations (due to promotions) and in some cases at the new stations. In your first letter give full resume, picture if available, and salary expected. Air personnel send tapes with stamped self addressed envelopes.

Box 888F, BROADCASTING

### Announcers

### ANNOUNCER

Central Pennsylvania independent. Big band—pop format. Send tape—state salary.

**Box 822F, BROADCASTING**

### KQV

### PITTSBURGH, PENNSYLVANIA

Seeking outstanding personality for morning drive show. Mature, happy sounding, professional, modern radio man. Air mail tape, resume and photo to John Gibbs, General Manager.

## WANTED TO BUY

### Stations

**$100,000**
***CASH AVAILABLE***

**To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.**

**Box 868E, BROADCASTING**

### NEW ENGLAND

Principal wants New England station. State price and terms. Answer confidential.

Principals only.

**Box 815F, BROADCASTING**

## RADIO

### Situations Wanted

### Production—Programming, Others

### PROGRAM DIRECTOR

**with a winning record**

**$16,000**

**Box 823F, BROADCASTING**

## TELEVISION

### Help Wanted—Sales

### WXIX-TV—Channel 18

Looking for a hard hitting commercial manager, for hard sell station. Right man must believe in future of UHF. We do have great plans! Must have proven record in local and national sales approaches. Salary and incentive. Call Station Manager, Lawrence Turet, Broadway 2-1818 or send complete details 1st letter, in care of Schroeder Hotel, Milwaukee, Wisconsin.

## FOR SALE

### Stations

### STATION FOR SALE

3 kw—FM radio station. Multiplex operation. Equipment in excellent condition. In one of the top markets. Someone with ample operating capital can predominate the radio market and background music service. This station is really priced to sell.

Address
Box 800F, BROADCASTING
*No Brokers.*

**Broadcasting executive has option to purchase profitable midwest large market AM-FM fulltimer. Need Financing.**
Box 868F, BROADCASTING

### FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

**Box 905F, BROADCASTING**

## FOR SALE

### Stations

| | | | | |
|---|---|---|---|---|
| Calif | small | daytimer | $ 92M | terms |
| Ala | small | daytimer | 60M | 20dn |
| Ky | single | daytimer | 75M | 20dn |
| Ohio | single | daytimer | 120M | terms |
| Fla | medium | local | 175M | 29% |
| Ida | medium | daytimer | 65M | 18dn |
| Fla | medium | regional | 90M | 30dn |
| Calif | sub-metro | regional | 100M | 29% |
| South | large | fulltime | 290M | 65dn |

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

**TWO EXCLUSIVES IN GROWTH AREAS:**

1.—Money-making 5 KW firm price $154,000 —29% down-includes building
2.—Local 250W makes profit for absentee owner. $60,000—29% down.

Write indicating financial ability to:

**HARRIS ELLSWORTH**

Licensed Broker—Box 509, Roseburg, Ore.

**GUNZENDORFER**

**ARIZONA. Big market great frequency fulltimer for *$175,000* with 29% down. "*A GUNZENDORFER exclusive*"**

**LAS VEGAS, NEVADA. Adult daytimer with F.M. grant. *$100,000* with $29,000 down easy payout.**

**CALIFORNIA. General growing area with 1000 watts power grant. Asking *$175,000* attractive terms. "*A GUNZENDORFER exclusive*"**

**WILT GUNZENDORFER AND ASSOCIATES**

**8630 W. Olmypic, Los Angeles 35, Calif.**
***Licensed Brokers Financial Consultants***

**Midwest TV-Radio $1,500,000 Firm. Cash. —Southern TV-Radio $4,000,000—Southern TV-Radio $2,650,000— Southern TV $2,200,000—Southern TV-Radio $750,000—Tex. metro $485,000—Ala. major regional $275,000—Tex. metro moneymaker $250,000—Fla. major $240,000—Fla. 5 kw $225,000—Va. major $225,000 —Ga. major $225,000—Tex. metro regional $200,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $165,000—Fla. regional $160,000—Fla. 5 kw $135,000—Fla. regional $125,000 —Fla. major $120,000—Tex. medium $110,000—La. major $97,500— La. medium $85,000—Fla. single $75,000—Tex. single $60,000—Tex. single $58,500 —Fla. single $50,000—Miss. single $45,500—Miss. single $45,000—Fla. single $42,000—Tex. metro FM $35,000. PATT McDONALD CO., BOX 9266, GL. 3-8080, AUSTIN 17, TEXAS.**

**STATIONS FOR SALE**

**SOUTHERN CALIFORNIA. Metro. Full time. $112,000 interest free mortgage. Asking $185,000.**

**WEST SOUTH CENTRAL. Profitable daytime. Asking $42,000. 25% down and balance over 15 years at 4%.**

**NORTHERN CALIFORNIA. Metro. Profitable daytime. Powerful. Asking $225,000. 29% down.**

**JACK L. STOLL & ASSOCS.**
**Suite 600-601**
**6381 Hollywood Blvd.**
**Los Angeles 28, Calif.**
**HO. 4-7279**


## RADIO

### Help Wanted—Sales


**BROADCAST SALES ENGINEERS *WANTED***

We're looking for two new sales engineers to manage broadcast equipment sales in the northwest and midwest territories. These fellows will have a broad background in radio operations, plus sales experience. Must be aggressive, responsible, dynamic and stable. Travel during the week required with all travel expenses paid. Excellent salary plus most attractive incentive program in the industry. This is a truly ground floor opportunity with this extremely well financed company that is going all the way. These are solid positions with plenty of room for advancement. Send resume immediately to:

Broadcast Sales Department
**ITA ELECTRONICS, Corp.**
130 E. Baltimore Avenue
Lansdowne, Pennsylvania


*Continued from page 109*

**Actions of June 14**

■ Granted licenses for following fm stations: KHYD Fremont, Calif.; WOSJ-FM Atlantic City, N. J.; KJEM-FM, Oklahoma City, Okla.; WBYO-FM Boyertown, Pa.

***KCUI (FM) Pella, Iowa**—Granted license for noncommercial educational fm station.

**City of Cabool, Cabool, Mo.**—Granted cps for two vhf tv translator stations—one on ch. 6 to translate programs of KTTS-TV (ch. 10) Springfield, Mo.; other on ch. 8 to translate programs of KYTV (ch. 3) Springfield, Mo.

**KHAI Honolulu, Hawaii**—Granted mod. of cp to change ant.-trans. location, specify studio and remote control location, make changes in ant. (increase height) and make changes in ground system.

■ Granted Columbia Bcstg. System Inc., New York, N. Y., authority to transmit CBS-TV network program coverage of three special sporting events not of continuing nature to tv stations CBFT (TV) Montreal, Que. and CBOFT (TV) Ottawa, Ont., on June 17, July 15 and Aug. 62; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

■ Following stations were granted extensions of completion dates as shown: KSWB (TV) Elk City, Okla., to Aug. 15; KUTE (FM) Glendale, Calif., to June 16; KHAI Honolulu, Hawaii, to Oct. 13.

**Actions of June 13**

■ Granted cps for following new vhf tv translator stations: Ranchester Tv Assn., Ranchester, Wyo., on chs. 5 and 12 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., and KOOK-TV (ch. 2) Billings, Mont.; conditions; Telluride Tv Assn., Telluride, Colo., on ch. 2 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo. and on ch. 10 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., via Telluride, Colo., ch. 2 translator station; Caribou County Tv Assn., Grace, Bancroft, and Soda Springs, Idaho, on chs. 7, 11, and 13 to translate programs of KUTV (ch. 2), KCPX-TV (ch. 4) and KSL-TV (ch. 5) all Salt Lake City, Utah; Norris Community Tv Inc., Randolph, Utah, on chs. 7, 9, and 11 to translate programs of KCPX-TV (ch. 4) KSL-TV (ch. 5) and KUTV (ch. 2) all Salt Lake City, Utah; Hot Sulphur Springs Tv User Assn., Hot Springs, Colo., on chs. 11 and 5 to translate programs of KOA-TV (ch. 4) Denver, Colo., condition, and of KMSO-TV (ch. 13) Missoula, Mont.; Sweetgrass Tv Club, Big Timber, Mont., on chs. 10 and 13 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; Milestown Tv Club Inc., Miles City and Yellowstone Valley between Forsyth and Miles City, Mont., on chs. 9, 7, and 12 to translate programs of KOOK-TV (ch. 2) Billings, via Forsyth, ch. 12 translator station, KGHL-TV (ch. 8) Billings, via Forsyth, ch. 6 translator station and of KOOK-TV (ch. 2) Billings, all Mont.; Peck Tv Club, Peck, Idaho, on chs. 9 and 7 to translate programs of KHQ-TV (ch. 6) and KXLY-TV (ch. 4) both Spokane, Wash.; Allison Tv Assn., Allison, Colo., on ch. 11 to translate programs of KOB-TV (ch. 4) Albuquerque, N. M.; condition; Wellsville Tv Translator Co., Logan and Wellsville, Utah, on ch. 13 to translate programs of KSL-TV (ch. 5) Salt Lake City, Utah; Star Valley Tv System Inc., Thayne, Wyo., on ch. 11 to translate programs of KID-TV (ch. 3) Idaho Falls, Idaho; condition; Lodge Grass Tv Assn., Lodge Grass, Mont., on chs. 10 and 12 to translate programs of KOOK-TV (ch. 2) and KGHL-TV (ch. 8) both Billings, Mont.; conditions; Carlin Tv District, Carlin, Nev., on chs. 11 and 13 to translate programs of KDLO-TV (ch. 8) Reno, Nev., and KSL-TV (ch. 5) Salt Lake City, Utah; conditions; B & J Tv Services Inc., Tecopa, Shoshone, Calif., on ch. 10 to translate programs of KLRJ-TV (ch. 2) Henderson, Nev.; condition; Seminoe Kortes Tv Assn., Seminoe and Kortes Dam Camps, Wyo., on ch 4 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; Heart Butte Tv Club, Heart Butte, Mont., on ch. 10 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont., via Shelby, Mont. ch. 72 translator station; condition; Long Pine Fire Dept., Long Pine, Neb., on ch. 12 to translate programs of KPLO-TV (ch. 6) Reliance, S. D.; P & P Tv Inc., Plains, Mont., on ch. 9 to translate programs of KMSO-TV (ch. 13) Missoula, Mont.; Ten Sleep Free Tv Club, Ten Sleep, Wyo., on ch. 7 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; condition; Pateros-Brewster Tv Assn. Inc., Pateros, Brewster and Mansfield, Wash., on chs. 12, 10 and 8 to translate programs of KHQ-TV (ch. 6) KXLY-TV (ch. 4) and KREM-TV (ch. 2) all Spokane, Wash.; Husum Tv Assn. Inc., Husum, Wash., on chs. 4 and 10 to translate programs of KOIN-TV (ch. 6) and KPTV (ch. 12) both Portland, Ore.

**Action of June 12**

**KPAL Palm Springs, Calif.**—Granted change of remote control authority.

## Petitions for rulemakings

**Petitions for Rulemaking Filed**

**American Radio Relay League, Inc., West Hartford, Conn.**—(6-8-61) Requests amendment of Secs. 12.111(e) and (g) and 12.114(d) of rules so as to authorize picture transmission in voice sub-bands of 21.25-21.45 mc and 28.50-29.70 mc, subject to condition that band width be no greater than that required for normal radiotelephony emission. Proposed text of said rules, as amended, is as follows:

Sec. 12.111(e): 21.00 to 21.45 mc, using type A1 emission; 21.00 to 21.25 mc, using F1 emission; 21.25 to 21.45 mc, using type A3 emission and narrow band frequency or phase modulation for radiotelephony, *and narrow band modulation techniques for transmission of pictures.* (New language italicized.)

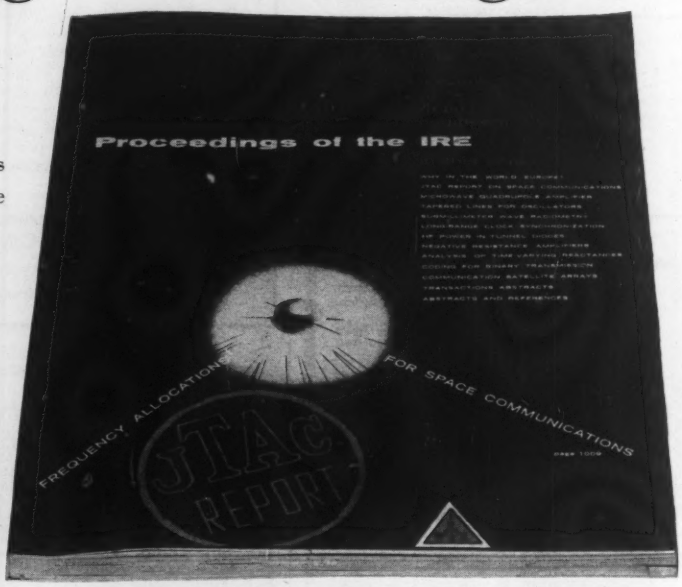
Sec. 12.111(g): 28.0 to 29.7 mc, using type A1 emission; 28.5 to 29.7 mc, using type A3 emission and narrow band frequency or phase modulation for radiotelephony, *and narrow band modulation techniques for transmission of pictures;* 29.0 to 29.7 mc, using special emission for frequency modulation (radiotelephone transmissions and radiotelegraph transmissions employing carrier shift or other frequency modulation techniques). (New language italicized.)

Sec. 12.114(d): (new provision) Use of narrow band modulation techniques for transmission of pictures is subject to conditions that band width of emissions shall not exceed band width occupied by an amplitude-modulated carrier having audio-frequency characteristics adequate for voice communications, and that purity and stability of such emissions shall be maintained in accordance with requirements of Sec. 12.133. Simultaneous voice and picture using same carrier is permitted subject to further condition that the total band width of both voice and picture components does not exceed band width as specified above. Ann. June 16.

**WADO New York, N. Y.**—(6-9-61) Requests amendment of rules so as to assign uhf ch. 14 to New York City, N. Y. Ann. June 16.

***To all electronics engineers***

# *What's happening in space communications means a bigger challenge for you...*




THE DAY is fast approaching when satellite relays will be used for world communications. Suitable equipment has been designed and could be placed in orbit by rockets now available. Expensive? Yes, but so efficient that, with increased traffic, rates for satellite communications may even be lower than those now being charged by ground services.

Can you see the impact of these developments on telephone communications? On radio? On television relays? On almost every aspect of world communications?

## *Read the preliminary JTAC findings in Proceedings of the IRE!*

The use of satellite relay systems will directly affect the work you are doing, increasing its importance and significance as the world shrinks even further.

### Use of frequency allocations discussed

The Joint Technical Advisory Committee has been conducting studies that will help make satellite communications a reality. One big question is: where does one get spectrum space? Can satellites share part of the spectrum with ground services, without interference? How practicable is the multiple use of frequency allocations?

**Proceedings of the IRE**
**The Institute of Radio Engineers**
**1 East 79th Street • New York 21**

Preliminary JTAC findings are now available; a summary appears in the June issue of Proceedings. Be sure you get your copy, if you are not an IRE member, by filling in and returning this coupon immediately. IRE members of course receive their copies automatically.

**THE INSTITUTE OF RADIO ENGINEERS**
1 East 79th Street • New York 21, N. Y.

Please send me the June 1961 issue of *Proceedings of the IRE*, containing a summary of the JTAC preliminary findings.

Enclosed is $3.00
Enclosed is company purchase order.

IRE members can get 1 extra copy each at $1.25

Name .....

Company .....

Address .....

## OUR RESPECTS to Eldon Campbell, WFBM-AM-FM-TV Indianapolis

# Total service means just that—on and off the air

College dean, bank president or industrial magnate. Those are jobs you could visualize with equal ease for Eldon Campbell.

But he has chosen instead the profession of broadcasting. For the past several years he has been vice president and general manager of the Time Inc. Stations WFBM-AM-FM-TV Indianapolis (plus Muzak).

His leadership and direction of the expansion of the WFBM stations' service and facilities to the central-Indiana community since Time Inc.'s acquisition of the properties in 1957 point up his basic philosophy of total service, both on and off the air. Community integration of broadcast programming also implies full staff participation in local civic, fraternal and religious affairs, in Mr. Campbell's view, and he sets the example by his multiple community organization ties.

**Sponsors & Service** ▪ His public service concepts come from no ivory tower: "I believe deeply that commercially-sponsored broadcasting of public-interest and community-service programming is completely proper in our free-enterprise system. Of course, this doesn't mean that we do not carry such programs sustaining. We do." But history has proved that commercial sponsorship actually adds listenership to a program, he notes, extra-listener interest and audience that a program would not have had sustaining.

Mr. Campbell put real spark into the WFBM stations' news and information services, expanding the department from an original four people to a present staff of 17. All but a secretary are well-trained journalists. And a radio or tv station should be mobile and take its facilities to the story and into the community, Mr. Campbell believes, which explains last year's record of over 500 radio remotes and 72 tv remotes.

The WFBM stations also give very extensive coverage to the Indianapolis 500-mile race and the $50,000-golf tourney each May—and earn a very healthy plus in extra sales too. Between 40 and 50 men and some $300,000-worth of equipment are devoted to this special programming exclusively.

**Total Service** ▪ Together, the WFBM stations and the Muzak operations are providing Indianans with five simultaneous services, another example of Mr. Campbell's concept of "total service" to the community. Fully-automated WFBM-FM, for example, has been programmed apart from radio or tv since its inception in late 1959. WFBM-TV has worked constantly to increase its color schedule. The Muzak service to 37 Indiana counties is supplied by multiplex fm, while a second and different Muzak program is fed by wire locally in Marion County.

Mr. Campbell feels that the newly aroused turbulence over broadcasting in Washington did not start there. Rather it is but a reflection of the cultural revolution that radio-tv themselves have created through their years of total service in bringing the world to the masses in every hamlet of the nation—awakening new interests and desires and uplifting the standards of tastes and education in general. He sees it as broadcasting's positive opportunity rather than negative concern, but government and critic must cooperate by leadership instead of frustrate by edict or condemn by cliche.

**Native Son** ▪ Mr. Campbell should look like a midwest banker. He is the son of one. He was born Jan. 8, 1916, at Alert, Ind. (pop. 80). But the family soon moved nine miles away to the "big city," Columbus, Ind. (pop. 11,000). It was still Campbell country, though, where memorabilia of Civil War exploits of ancestors still abound (Yankees all).

Young Eldon attended public school at Columbus but by high school years the family again had moved, this time to Dundee, Ill. Although active in intramural athletics, he found his most effective roles in oratory, debating and dramatics.

**Decision: Radio** ▪ After two years of college at Hanover in Madison, Ind., Mr. Campbell found himself unsure about his personal future. So he worked a year at a J. C. Penney Store, saving up his $13.10 weekly ("the dime always rattled around the bottom of the pay envelope"). Aware of radio's bright future—and aware of the U. of Illinois' WILL at Urbana, he made his choice after careful thought. He enrolled at the university and soon became much involved in all kinds of activity at WILL.

WFBM's Campbell
No 'ivory-tower' concepts

For almost two years he made a careful study of BROADCASTING Magazine and its YEARBOOK, compiling a detailed market analysis of 100 different stations. On this study he based an intensive mail correspondence which three months before graduation won him a station managership offer. But he declined, feeling graduation more importan long-range than the short-term gain. Shortly after graduation (1938) he joined KBTM Jonesboro, Ark., and his career was launched.

In 1939 he joined Westinghouse's WOWO Fort Wayne, Ind., as announcer, and in two years was named program manager. Here his basic grounding in full-community service was set. By 1944 his program staff alone totaled 60 and handled many network feeds each week.

**Up Ladder** ▪ Mr. Campbell's broad-programming vision and his business sense soon flowered. In 1945 he was transferred to KEX Portland, Ore., where he built a new program department from scratch and continued his record of remotes and special events. He became KEX sales manager in 1946 and began his wrestlings to put economic logic into radio's rate cards.

Westinghouse drew on his depth of station program and commercial experience in 1950 and sent him to the group's New York office as executive without title. In two years he became general sales manager for Westinghouse Broadcasting Co. He pioneered in the concepts of establishing national sales service managers at all stations, a business development department, national program department and sales incentive programs for national rep salesmen based on individual station sales. He left WBC in 1956 and served as a management advisor to Time Inc. for KDYL Salt Lake City before assuming his new post at Indianapolis.

Mr. Campbell married Helen J. Jones at WOWO in 1941. They have two children, Tom 18 and Susan 14. His hobbies: golf and photography, but more often service to some community organization.

## EDITORIAL

### Codes and guts . . .

THE NAB board of directors took realistic actions a fortnight ago by approving a stronger administration of the television and radio codes and sterner provisions in the codes themselves.

If radio and television are determined to have codes at all, the codes must be meaningful in substance and respected both within and without broadcasting. Those qualities have not invariably obtained during the histories of the two sets of standards of practice.

The problem now will be to find a vice president in charge of code affairs who can personify the codes in action. He cannot be a figurehead or an apologist for broadcasters. He cannot be a reformer. He must be a rare combination of realist and moralist who can balance the immediate pressures of business life against the long-range welfare of broadcasting and the American public. He must also have, and there is no other word to fit it, guts. An independent income would not be a disqualification.

As we say, the board action in strengthening the codes and their operation was realistic. It was also courageous. It committed broadcasters to a closer adherence to their codes in all the areas of programming and commercial practices that the codes cover. The stronger a code system becomes, the more attention it attracts and the more glaring the deviations from it.

Yet in these times there was no choice for broadcasters but to do exactly what the NAB board did. In the rising din of criticism, the code operation had to be beefed up. The criticism will not be stilled by the board's action. It will be stilled only if that action leads to permanent results. Now that the board has acted, it is up to broadcasters to carry out the purposes that the board had in mind.

### . . . Toward reorganization

THE NAB board, in addition to its forthright code actions, achieved a wholesome result in moving toward full-scale reorganization of the trade association. It is no secret that several members had misgivings about the ideas of President LeRoy Collins and his programming philosophies.

The reorganization plan that finally emerged from the shirt-sleeve sessions of the combined radio and television boards was not the plan initially proposed by Gov. Collins. There was a healthy interchange of ideas. Gov. Collins found that he had no rubber-stamp board and board members in giving their final enthusiastic approval, agreed that they had a president with outstanding leadership qualities, anxious to learn and willing to fight.

The NAB has gone through several reorganizations in the past generation, each tailored to meet the exigencies of the times. In every instance there were defections or threats of defections, and even the creation of competitive organizations that subsequently returned to the fold.

There were malcontents among NAB members before the board acted on the Collins proposals, but we've heard no complaints since. Those who may have had misgivings are willing to give the new leadership a chance. It's only proper that they should.

The Structure Committee named to implement the reorganization is a representative cross-section of NAB membership. Now that this good start has been made, no time should be lost in bringing the plan to fruition.

### Roman holiday

NEWSPAPERS, magazines, congressional committees, disgruntled writers, television critics and FCC Chairman Minow are having a Roman holiday. They are blasting away at television.

There has been nothing like it since the quiz-rigging and payola exposes of unpleasant memory.

But there's a big difference. Quiz-rigging and payola constituted corrupt practices, now corrected by law. Programming constitutes the editorial content of television (and of radio). There's a law as old as America, called the Constitution, which specifically proscribes government interference with freedom of speech, press and assembly.

We know of no broadcaster who argues that programming today is perfect. Government isn't either.

There is justifiable complaint about sameness of programming in certain categories. But does this warrant threats of license revocations or non-renewals by the newly-appointed head of the FCC who still has only one of the seven votes on the FCC?

It is the stock-in-trade of Congress to agitate and goad. Newspapers and magazines, for competitive reasons, relish lighting into broadcasting on the slightest provocation. Chairman Minow is their darling these days.

But Congress won't let any agency of government go too far. The Kennedy Reorganization Plan No. 2 which would have vested dictatorial power in the FCC chairman was rejected by the embarrassing vote of 323 to 77.

FCC chairmen come and go. There have been an even dozen of them since the FCC was created in 1934. The Bill of Rights has been around since 1791

The pressure is on. Some good will result because programming will be upgraded. Many broadcasters may frighten easily. But Congress doesn't.

For, despite all the angry epithets, Congress knows that the public preponderantly likes what it is getting. A license or two may be threatened—even revoked—but we venture the reason won't be because of the quality of network or syndicate programming.

There are still seven votes on the FCC. And, even if a majority should be swayed, there always will be recourse to the courts.

Drawn for BROADCASTING by Sid Hix

*"Wait until someone tells him that's the theme music of 'The Untouchables' that he's playing!"*

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*( it's Bagley's, in Duluth )*

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*Sales Management population estimates, January 1, 1961.

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